

Privacy Policy – Customer Research and Surveys

This privacy notice explains how Dacorum Borough Council (the Data Controller) will use any personal information we collect about you when you use our services.

It has been written to give you a clear explanation of our data processing practices to safeguard you and your personal information

What information do we collect about you?

What information do we collect about you?

- Name, Address and contact details (Telephone Numbers, email addresses, social media accounts)
- Residential Postcode
- Audio Recordings of research sessions you attend
- Marital Status
- Social- Economic Background

Special Categories of Data

If you're providing us with special category personal information (such as details about your health) we will be processing this under GDPR Article 9(2)

- Your Gender
- Your Ethnicity
- Age
- Sexual Orientation
- religious or philosophical beliefs
- Any disabilities you have

Processing of Special Category Data is carried out specifically under the following;

Article 9(2) (a) – the data subject has given explicit consent to the processing of those personal data for one or more specified purposes, except where Union or Member State law provide that the prohibition referred to in paragraph 1 may not be lifted by the data subject;

Article 9(2)(g) - (g) processing is necessary for reasons of substantial public interest, on the basis of Union or Member State law which shall be proportionate to the aim pursued, respect the essence of the right to data protection and provide for suitable and specific measures to safeguard the fundamental rights and the interests of the data subject;

How will we use the information about you?

The information that the Council will collect varies depending on how you use the Council's Services. We are using the information provided in this case because we have obtained your consent; GDPR Article 6(1) (a) or you may enter into a contract with a production company (Skills) GDPR Article 6(1)(b). In this case we are collecting personal information so that we can;

- Undertake Service Improvement and Planning
- Conduct Surveys and gather evidence to inform Council Policy and Outcomes.
- Communications and Analysis of Data in respect of meeting Net zero targets by 2050
- Report on EDI Information collected (anonymously)

Sharing / Recipients

We may share the information with other recipients for the purposes of carrying out the functions (listed above)

We may share your information with;

- Other Internal Departments of the Council
- Elected Members (as your representative)
- Climate Hero (anonymized and aggregated format)

How long will we keep this information?

We will destroy this personal information in accordance with our [Retention Policy](#). To determine how long we should keep information, we consider what the legislation states and what is good practice. This means we will securely destroy the information once we no longer need it. If you would like to know the specific period of time that relates to your personal information please contact foi@dacorum.gov.uk

Security and Location of Data

Council data is kept securely on servers hosted in the United Kingdom and EU (Climate Hero)

Access to all our user information is restricted. Only employees who need the information to perform a specific job are granted access to personally identifiable information.

The servers on which we store personally identifiable information are kept in a secure environment which is continually monitored and tested.

Individuals' Rights

You have a right to withdraw your consent at any time for the Council to use the information in this manner and lawful basis by contacting; foi@dacorum.gov.uk

You have a right to request a copy of the personal information that we hold about you. If you would like a copy of some or all of your information, please contact foi@dacorum.gov.uk in the first instance or visit <http://www.dacorum.gov.uk/home/open-data/personal-information>

You have a right to correct your Personal Data if it is not accurate. Please contact foi@dacorum.gov.uk

Notification of changes

From time to time it will be necessary to update this Privacy Policy. This is in order to ensure our users are always aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it.

If at any point we decide to use personally identifiable information in a manner different from that stated at the time it was collected, we will notify users. Users will have a choice as to whether or not we use their information in this different manner. We will use information in accordance with the privacy policy in force at the time the information was collected.

Cookies

Cookies are text files placed on your computer to collect standard internet log information and visitor behaviour information. This information is used to make your use of the internet better. For further information on how we use these and how you can control it, please visit <http://www.dacorum.gov.uk/home/cookies-policy>

Our Data Protection Policy

We have a General Data Protection Regulation (GDPR) Policy in place and this can be found [here](#):

Data Protection Officer

Our Data Protection Officer for the purposes of Articles 37 to 39 of the General Data Protection Regulation is the Information Security Team Leader (Legal Governance). You can contact them by emailing foi@dacorum.gov.uk or calling 01442 228538.

Policy Version

V1.2 This Policy was last updated on 18th April 2024