



Trader Register Privacy Notice

St Helens Council is committed to protecting the privacy and security of your personal information.

Trading Standards, a Regulatory Service, is responsible for the inspection and investigation of various Trading Standards legislation to protect residents and to ensure fair trading. They are also responsible for administrating the Trader Register (TR).

The purpose of the Trader Register is to provide a database of member traders available to the public who adhere with a code of practice ensuring high standards of work and customer care.

To enable us to process TR applications and payments and to ensure continued compliance, we collect store and process personal and special information about individuals, customers and businesses.

To enable us to provide customer feedback of traders on the register which are visible online and investigate complaints we will also collect, store and process personal information about individuals, customers and businesses.

This information enables us to administer the TR in line with its terms and conditions to provide a commercial service.

This notice provides additional privacy information for:

- Applicants of the register
- Existing members of the register
- Members of the public (customers)

It describes how we collect, use and share personal information about you:

- Before, during and after your relationship with the TR ends, and
- The types of personal information we need to process, including information the law describes as 'special' because of its sensitivity

It is important that you read this notice, together with any other privacy information so that you are aware of how and why we use your personal information.

Special Information

The law treats some types of personal information as 'special' because the information requires more protection due to its sensitivity. This information consists of:

- Criminal convictions and offences

Special Categories

- Offences (including alleged offences), criminal proceedings / investigations, outcomes and sentences

Personal Data

In order to carry out activities and obligations as Regulatory Services we may process personal information in relation to:

- Personal contact details, such as names (including previous names), title, addresses, telephone numbers and personal email addresses
- Personal demographics including date of birth, gender
- Other information, such as NI number, nationality, evidence of entitlement to work in the UK, payment information

Purpose(s)

The main purposes for which we may process your personal information are:

- The processing of Trader Register applications
- The processing of payments in relation to membership
- To carry out verification of customer feedbacks received
- To investigate complaints
- To allow us to communicate and provide relevant information in relation to the register

The legal bases we rely on for processing your personal information are:

Consent that is granted by those using the register on an individual basis.

Data Sharing

In addition to the general reasons for information sharing described in the [Council's Primary Privacy Notice](#), we may share your information with:

For traders...

- Members of the public
- Siteon Limited (Trader Register website provider)
- Insurance Companies
- Merseyside Police
- Internal Council Departments
- Other Local Authorities

For customers...

- Siteon Limited (Trader Register website provider)
- Trader Register members

We also collect or receive information from external parties such as:

- Members of the Public
- Internal Council Departments
- Merseyside Police
- Other Local Authorities

Data Retention

We will only retain your personal information for as long as necessary to fulfil the purposes we collected it for regarding the administration of the Trader Register, including for the purposes of satisfying any future legal, accounting, or reporting requirements.

Rights of Access, Correction, Erasure & Restriction

- You have the right to ask for your information and there will not be a charge for you to do so. This is known as a subject access request and we act in accordance with this policy.
- To ask for your information to be corrected if it is inaccurate or incomplete.
- To ask for your information to be deleted or removed where there is no need for us to continue processing it. (Right to be Forgotten)
- To ask us to restrict the use of your information.
- To ask us to copy or transfer your information from one IT system to another in a safe and secure way without impacting the quality of the information.
- To object to how your information is used.
- To challenge any decisions made without human intervention (Automated Decision Making).

You will not have to pay a fee to access your personal information (or to exercise any of the other rights). However, we may charge a reasonable fee if your request for access is in our view unreasonable or excessive. Alternatively, we may refuse to comply with the request in such circumstances.

Right to Withdraw Consent at any time

Where the legal reason for processing your personal information is based on your consent, you have the right to withdraw your consent at any time, without affecting the lawfulness of our processing prior to the withdrawal of your consent.

If you do not provide consent, we may not be able to perform the contract we have entered into with you, or we may be prevented from complying with our legal obligations as detailed above. If you wish to withdraw consent you should contact Trading Standards via email at tradingstandards@sthelens.gov.uk who will process your request as a matter of priority.

Your Rights

In addition to the above you have legal rights in relation to your personal information.

You have a right to be informed about how and why your personal information is being processed. This notice fulfils that obligation.

Full details are contained within the [Council's Primary Privacy Notice](#) and should be read before consenting to this document. To ask for access to your information you should submit a subject access request.

Data Protection Officer

If you wish to raise a concern or discuss any aspect of this notice please contact our Data Protection Officer. If you are unhappy with the way that we handle your concern you may complain to:

Information Commissioners Office (ICO)

Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF

Tel: 0303 123 1113

Changes

We may update or revise this privacy notice from time to time and will provide supplementary privacy information as is necessary.