

# Privacy Notice

## Trading Services

### Photographs & Images

**Covered in this privacy notice are:**

- Photographs
- Images (drawings/paintings etc.)
- Filming
- Publicity
- Data Storage

#### **Information about how Trading Services use your personal data**

Trading Services are committed to protecting your privacy when you use our services. This Privacy Notice explains how Trading Services (as a Data Controller) collects, uses and protects personal information that we hold. Information may be collected on paper or online form, telephone, email or by a member of our staff. All information is processed in accordance with Data Protection Legislation (GDPR) 2018.

You have provided your personal information to: Trading Services Department, St Helens Council, Hardshaw Brook Depot, Parr Street, St Helens, WA9 1JR

#### **What is Personal Data**

Personal data relates to a living individual who can be identified from that data. Identification can be by the information alone or with any other information the data controller may hold. The majority of personal data we hold will have been provided to us directly from you.

#### **Who is the data controller and how can I get in touch?**

St Helens Council is the data controller.

We have an appointed Data Protection Officer who you can contact by email at: [dataprotection@sthelens.gov.uk](mailto:dataprotection@sthelens.gov.uk)

#### **What information we collect about you**

Trading Services may collect and/or hold some or all of the following information about you in relation to council services:

- Personal name, address and contact details
- Relevant business, company or organisation name, address and contact details
- Correspondence (emails, letters, notes of telephone conversations)
- Photography from activities/events
- Images such as drawings and paintings

#### **Why we collect and use your personal data**

St Helens Council has overall responsibility for a wide range of public services across our local authority area and it is necessary to collect personal data to enable those services to be delivered to residents, including;

- Confirm your identity to provide some services
- Contact you by post, email or telephone
- Understand the needs to provide services where you have given consent
- Understand what we can do for you and inform you of other relevant services and benefits
- Obtain your opinion about our services
- Update your customer record
- Help us to build up a picture of how we are performing at delivering services to you and what services the people of St.Helens Borough need

- Make sure we meet our statutory obligations including diversity and equality.

### **How we protect and use your information**

Information we hold about you will be stored securely and will only be made available to those who have a right to see it.

It is also used by relevant council departments, such as the Marketing and Communications department, and external agencies where it is lawful and fair to do so. In each case we will only share the minimum amount of information, when required, for reasons already listed in this privacy notice.

### **The lawful basis for processing your information**

We process your information for these purposes because it is necessary to carry out the legal functions of administering the service we provide to you and to keep you informed of any changes.

- (a) Consent: the individual has given clear consent for you to process their personal data for a specific purpose (in relation to marketing information);
- (b) St Helens Council Policies.

### **Marketing**

St Helens Council Trading Services provide information in relation to surveys relating to the services provided. This personal data is collected only where you provide your consent that you wish to be informed.

Photography and other images (such as drawings) may be used for publicity, media and marketing purposes published in the local press, on the Council web site [www.sthelens.gov.uk](http://www.sthelens.gov.uk), Facebook, Twitter, Instagram and presentation boards displayed in public buildings and taken to public events.

Such images used are in the public domain and therefore could potentially be reproduced, altered, or re-used by anyone in the world outside of the Council's control.

### **How long we keep your data**

Items covered in this privacy notice will be held for an indefinite period to enable the council to build up an historical account of the town and its residents.

The council follows legal, financial and regulatory requirements as well as professional best practice on how long information should be kept before destruction or archiving.

### **What rights do I have in relation to my data?**

You have the right to request access to information about you that we hold. To make a request for your personal information, contact our Data Protection Officer, whose details are above.

You also have the right to:

- Object to processing of personal data that is likely to cause or is causing, damage or distress
- Prevent processing for the purpose of direct marketing
- Object to decisions being taken by automated means
- Have inaccurate data rectified
- In certain circumstances, have personal data blocked, erased or destroyed;

If you have a concern about the way we are collecting or using your personal data, we request that you raise your concern with us in the first instance.

Alternatively, if you are not satisfied with the resolution of your complaint then you have the right to complain to the Information Commissioner's Office (Tel: 0303 123 1113, Online: <https://ico.org.uk/>, Post: Information Commissioner, Wycliffe House, Water Lane, Wilmslow, SK9 5AF)

### **Changes to our Privacy Notice**

We regularly review our privacy notice and encourage you to check it from time to time. This notice was last updated in February 2020.