

# Privacy Notice

This privacy notice sets out how West Berkshire District Council (the “**Council**”) will use your personal data, and your rights in relation to that personal data. This document describes how and why we collect, store, protect, process and share the data you give to us. It is written in accordance with the UK data protection legislation.

M E L Research Limited collect your personal data, on the Council’s behalf, to help us to run the Residents Survey 2021.

If you have any questions about how your data is being used please contact the Performance, Research and Risk (“PRR”) Team. Their contact details can be found using the following link: - <https://info.westberks.gov.uk/article/28656/Performance-Research-andRisk-Team>

**Date of first Issue:** 13 October 2021 **Date of latest issue:** 13 October 2021

## Update History:

Version 1	First issue of a new Privacy Notice
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**Directorate:** Resources  
**Service:** Strategy and Governance  
**Team:** Performance, Research and Risk (PRR)

## About the Organisation:

The Council is the Data Controller. This means it is ultimately responsible for the data it holds about you.

Contact Address:

West Berkshire Council Market  
Street  
Newbury  
Berkshire  
RG14 5LD

ICO Registration Number: **Z6825178** <https://ico.org.uk/ESDWebPages/Entry/Z6825178>

## The Data Protection Officer

Contact details for the Data Protection Officer at the Council can be found at:  
[www.westberks.gov.uk/dpofficer](http://www.westberks.gov.uk/dpofficer)

## THE PERSONAL DATA WE HOLD ABOUT YOU

We will process the following personal data about you:

- Age group
- Gender
- Ethnicity
- Disability, if applicable

We collect this for monitoring purposes and to provide context to your responses. This allows us to make informed and evidence based decisions. The questions are optional and you don't have to respond to them if you don't want to.

The details are collected and held by M E L Research Limited and will be protected using up-to-date technical and organisational security measures. Data will also be held on the Council's databases and will be protected using up-to-date technical and organisational security measures

We are also asking you if you wish to join West Berkshire Council's Community Panel (<https://www.westberks.gov.uk/communitypanel>) by initially providing your name and email address. If you decide to provide this information, then we will also ask you for additional information at a later date (\* denotes a mandatory field):

- Title
- Name
- Email address\*
- Telephone number
- Gender
- Age at last birthday
- Household composition i.e. number of adults and children
- Disability

Providing this information is optional, however if you choose to tell us, it will be used to ensure we invite you to contribute to consultation and engagement exercises that are applicable to you. You can ask for your details to be removed at any time.

We may also ask you if you wish to be included on a service's information circulation list e.g. a newsletter, by providing your name and email address. If you do choose to sign up, you can ask for your details to be removed at any time by contacting the responsible service.

Data provided for joining the Community Panel and/or Council Newsletter Distribution lists will be held in accordance with the Privacy Notices relating to these services respectively.

## PURPOSE AND LEGAL BASIS FOR PROCESSING YOUR PERSONAL DATA

In accordance with the data protection laws, we need a "legal basis" for collecting and using information about you. There are a variety of different legal bases for using personal data which are set out in the data protection laws.

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We have set out below the different purposes for which we collect and use your personal data, along with the legal basis we rely on to do so.

Why we use your information	Our legal basis for using your information
<p>We will use your data in order to conduct an effective Residents' Survey, and to allow us to make informed and evidence-based decisions.</p> <p>The Council runs the Residents' Survey in its capacity as a public body, in the public interest. Participation is completely voluntary, but in order for your voice to be heard and for us to make sure the consultation is fair and not open to abuse, it's necessary to collect and process some personal data.</p> <p>If you join West Berkshire Council's Community Panel and then change your mind, you can ask the PRR team to remove your details from their list of panel members at any time.</p> <p>We will also use the data to provide you with the service or information you have requested, for instance consultation notifications, newsletters or other correspondence.</p> <p>We will never use your data for anything other than the purposes we collect it for.</p>	<p><b>Performance of a contract:</b> Article 6b of the General Data Protection Regulations ("GDPR") namely processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract.</p> <p><b>Public Task:</b> Article 6e of the GDPR namely the processing is necessary for the performance of a task carried out in the public interest.</p> <p><b>Consent:</b> Where you have provided your consent for us to use your personal data in this way. If you do not wish the Council to process your personal data, it will be unable to establish a contract to provide the service for you.</p>

## SHARING YOUR PERSONAL DATA

- Your data will be seen by employees of the Council:
  - The Council officer(s) responsible for the consultation (who may be potentially from any service within the Council)
  - The members of the PRR Team that will be involved in processing the responses.
  - The Applications Development Manager who might assist the responsible officer with the qualitative analysis of the survey results.
- Designated employees from ME L Research Limited, commissioned to gather and process the responses in order to produce the report highlighting the findings of the Survey, will also see the data. The information you provide to M E L Research Limited will only be used for research purposes and you will not be personally identifiable. The name and e-mail address, of the residents that have provided these in order to join the Community Panel, will be provided separately to the

Council to ensure these are not linked with the responses to the other questions of the Residents' Survey.

- M E L Research Limited details are:  
M·E·L Research Limited  
Somerset House,  
37 Temple St,  
Birmingham,  
B2 5DP

M·E·L Research is a Market Research Society (MRS) Company Partner and abide by the MRS Code of Conduct - [https://www.mrs.org.uk/standards/code\\_of\\_conduct](https://www.mrs.org.uk/standards/code_of_conduct). M·E·L Research Limited will hold all information securely and strictly in line with the Data Protection Act 2018 and the General Data Protection Regulation (GDPR).

If you would like more information about M·E·L Research and how they use the information you have provided, including your privacy rights and right to withdraw your consent at any time please visit [www.melresearch.co.uk/privacypolicy](http://www.melresearch.co.uk/privacypolicy).

We will not share your information with any other third parties unless you have given us permission to do so or we are required to do so by law, for example by court order or to prevent fraud or other crime

Where a service or information request requires us to share your data with other parties, a separate privacy notice will describe who that is.

## **RETAINING YOUR PERSONAL DATA**

Your data will not be kept any longer than necessary. In order to allow the analysis of trends, we will keep the data gathered as part of the Residents' Survey for 2.5 years, in order to overlap with the potential next biennial iteration of the Residents Survey. However, personal identifiable information will be removed from the dataset once M E L Research Limited has finalised the survey results report and no later than the 31<sup>st</sup> of March 2022.

Data provided for joining the Community Panel and/or Council Newsletter Distribution lists will be retained in accordance with the Privacy Notices relating to these services respectively.

You can check how long the Council will keep each type of data against our retention schedule ([www.westberks.gov.uk/retention](http://www.westberks.gov.uk/retention)).

## **YOUR RIGHTS**

Under certain circumstances, by law you have the right to:

- **Request access** to your personal information (commonly known as a "data subject access request"). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.

- **Request correction** of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- **Request erasure** of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing (see below).
- **Object to processing** of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes.
- **Request the restriction of processing** of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.
- **Request the transfer** of your personal information to another party.
- **Withdraw consent** to the processing of your personal data at any time, where processing is based on your consent. To withdraw your consent, please contact our Data Protection Officer using the contact details below. Once we have received notification that you have withdrawn your consent, we will no longer process your information for the purpose or purposes you originally agreed to, unless we have another legitimate basis for doing so in law.

## HOW TO MAKE A REQUEST

If you wish to make a request associated with any of the rights listed above, contact the Council using the contact details at the top of this notice.

## INTERNATIONAL TRANSFERS

Your personal data will not be processed outside the UK or by an international organisation.

## COMPLAINTS

If you consider that your personal data has been misused or mishandled, you may make a complaint to the Information Commissioner, who is an independent regulator. Further information can be found at: <https://ico.org.uk/make-a-complaint/your-personalinformation-concerns/>

The Information Commissioner can be contacted at:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire SK9  
5AF

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0303 123 1113

Email: [casework@ico.org.uk](mailto:casework@ico.org.uk)

Any complaint to the Information Commissioner is without prejudice to your right to seek redress through the courts.

## **CHANGES TO THIS PRIVACY NOTICE**

We reserve the right to update this privacy notice at any time, and we will provide you with a new privacy notice when we make any substantial updates. We may also notify you in other ways from time to time about the processing of your personal information.

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