

Breastfeeding Friendly Scheme

We take your privacy seriously and will only use your personal information for the purpose(s) listed in section 2 below. This notice provides details of how the Council collects and uses information (data) about you.

We will keep your information (data) secure at all times.

1. Who we are.

a) The Controller for the information we hold is Wakefield Council. Contact details:

Telephone: 01924 306112

Email: dataprotection@wakefield.gov.uk

b) If you have any queries regarding your information that we are using for the purpose outlined in section 2, please contact the Controller's representative. Contact details:

Anna Ross, Public Health Principal Email: annaross@wakefield.gov.uk

c) The Council's Data Protection Officer is the City Solicitor: Contact details:

Telephone: 01924 305211

Email: dpo@wakefield.gov.uk

2. How we use your data:

The Breastfeeding Friendly Scheme receives and stores information from you when you register the venue for the scheme. We collect personal information in order to provide and continually improve our service. The information we collect includes:

Contact name, telephone and email address. Venue address.

We process your personal information to operate, provide and improve the breastfeeding friendly scheme that we offer. These purposes include:

- **Delivery of breastfeeding friendly materials and services** (certificate, posters and sticker etc). We use your personal information to take registration intent, deliver materials and organise related services that you have indicated you would like e.g. awareness training.
- **Communicate with you.** We use your personal information to communicate with you in relation to the registration process and the scheme via different channels (e.g. by phone, email)
- **Provide information.** We use your personal information to communicate with you relevant information on infant feeding in relation to the breastfeeding friendly scheme.

- **Publicity for the scheme.** We use the venue address / location to add to the breastfeeding friendly scheme list on the website. No personal information is used here

We work with Families and Babies, who provide our Breastfeeding Promotion and Peer Support service to perform functions on our behalf. Examples include providing awareness training, helping develop a breastfeeding friendly policy, delivering materials, providing infant feeding information. FAB have access to personal information needed to perform their functions, but may not use it for other purposes. Further they must process the personal information in accordance with this Privacy Notice as permitted by applicable data protection laws.

You can choose not to provide certain personal information but then you might not be able to sign up to the Wakefield Breastfeeding Friendly Scheme.

3. What authority does the Council have to collect and use this information?

Processing personal information is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the Controller.

Processing is necessary for reasons of public interest in the area of public health.

4. How long will we keep your data?

We will keep your personal information collected for the purpose(s) detailed in section 2 to enable your venue to be part of the Wakefield Breastfeeding Friendly Scheme; for as long as the scheme is active and the venue is open to the public and wishes to be part of the scheme. After which time it will be deleted from our systems. The reason for keeping information for this period of time is to provide an up to date list of breastfeeding friendly venues in Wakefield.

5. Your rights and your personal data

Under the GDPR you have the following rights:

Right of Access

You have a right of access to the personal information that the Council holds about you, and/or the right to be given a copy of the data undergoing processing.

Right to Rectification

You have the right to request that the Council corrects any personal data if it is found to be inaccurate, incomplete or out of date.

Right to Erasure

In certain circumstances, you may have the right to request your personal data is erased.

Right to Restriction of Processing

You have the right, where there is a dispute in relation to accuracy or lawfulness of processing of your personal data, to request that a restriction is placed on further processing.

Right to Portability

You have the right to request the Council provide you with your personal data and where possible, to transmit that data directly to another data controller. However, this only applies to data that you have provided to us and not to all the information that the Council holds about you.

Right to Object to Processing

In certain circumstances, you may have a right to object to the processing of your personal data.

Automated Decision Making

Part of our process includes automated decision making. You have a right to not be subject to a decision based solely on automated processing.

Right of Complaint

You have a right to lodge a complaint with the Information Commissioner, please find contact details below.

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

Tel: 0303 123 1113 (local rate) or 01625 545 745 if you prefer to use a national rate number

To exercise any of your rights, you should contact the Data Controller's representative as shown in section 1b.

6. Transfer of data outside the EU

We will not transfer personal information to countries outside of the European Economic Area.

7. Further processing

If we wish to use your personal data for a new purpose, not covered by this Transparency Notice, then we will provide you with a new Transparency Notice explaining this new use prior to commencing the processing and setting out the relevant purposes and processing conditions.