



Experience Wakefield eMarketing

Here at Wakefield Council, 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:

Senior Information Governance Officer

Telephone: 01924 306112

Email: dataprotection@wakefield.gov.uk

Senior Officer Tourism

Telephone: 01924 303620

Email: tourism@Wakefield.gov.uk

c) The Council's Data Protection Officer is the Corporate Information Governance Team Manager. Contact details:

Telephone: 01924 306112

Email: dpo@wakefield.gov.uk

2. How we use your data:

The Tourism Team need to collect the following information:

- Name and contact details (email address and postcode)
- This is provided through your consent at time of sign up
- Interest preferences

We record this information to comply with data protection legislation, confirming your consent for us retain your email address on our eMarketing database in order to send regular Tourism eNewsletters.

We will not use your personal data for any other reason or share it with others, unless we need to do so by law e.g. to prevent or detect crime.

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

Our lawful basis for processing your data:

a. Legitimate business interests

Wakefield Council collects and processes your data under Article 6(1(f)) of the General Data Protection Regulation. This processing is for our legitimate interest for the purpose of promotion of events and services listed on the Experience Wakefield website. However, we only do this if there is no overriding prejudice to you by using your personal information in this way.

b. With your explicit consent

For any situations where the basis above is not appropriate, we will instead ask for your explicit consent before using your personal information (Article 6 (1a) of the General Data Protection Regulation).

4. How long will we keep your data?

We will keep your personal information collected for the purpose(s) detailed in section 2. eMarketing database records will be deleted after 24 months of last use e.g. an email being sent. The reason for keeping information for this period of time is to comply with the LGA Guidance (Limitation Act 1980).

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. Each eNewsletter provides a link for you to unsubscribe from our mailing list at any time.

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 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. Further processing

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