

## **Privacy notice - Economic Development**

This privacy notice explains our policy for the collection and use of information about you and your transactions with us when accessing information through our Wyred Up business support service and related business events, and our Wyre business awards.

### **Lawful basis for processing your data**

Processing your personal data is necessary for the council to perform our contractual obligations with you when ordering or supplying goods and services or when supplying information to you where you have given your consent to receive this. This is completed in accordance with Article 6(1)(a) and (b) of the General Data Protection Regulations (GDPR).

### **How we process your data**

Wyre Council (the data controller) will only process and share your personal information to provide the following services:

- Wyred Up membership
- Newsletter's
- Event registration and bookings
- Purchase of ticketed events/workshops
- Processing business award applications
- Business enquiries, advice and support
- Public consultations/surveys/business questionnaires

The information collected, will be securely stored and may include your name, address, email address, telephone number and financial information where required.

The Economic Development team will also contact you using your email address to supply you with our 'Business in Wyre' newsletter containing details of local events and business support information, where you have registered to receive this. In addition, when registering for our business events through the Wyred Up website, the email address supplied by you will be used to provide our services or for correspondence in connection with the event you have registered for.

### **How we may share your data**

We may share your personal information with internal council departments. Also, as part of our business support service we may share your personal information with our third party business support service providers to process your request for information or to carry out our services to you. The personal information shared with these organisations will be securely stored and processed in accordance with these organisations privacy policies, which can be accessed via their websites. Details of

these business support services can be obtained by contacting the Economic Development team.

The Wyred Up website is used to promote business networking events to local businesses and is hosted by The Rabbit Patch Ltd. The personal information you supply when registering for an event will be stored in accordance with their privacy policy details of which can be obtained at [www.therabbitpatch.co.uk](http://www.therabbitpatch.co.uk)

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

Where you have registered to receive our enewsletter, your email address will be retained indefinitely on our marketing automation platform, Mailchimp, in accordance with their [privacy policy and terms](#) until you decide to unsubscribe from this. This can be completed at any time by contacting us at [communications@wyre.gov.uk](mailto:communications@wyre.gov.uk) or by clicking on the link in the email supplying the newsletter.

Personal data obtained through our agreement with you to purchase or supply goods and services will be retained for six years plus current following the date of the transaction, in accordance with the council's financial retention procedures. After this time, your personal data will be deleted from our records and any paper records shredded.

## **Your rights**

You have the right to request access to the information that we hold about you. To make a request for a copy of your personal information, please contact our Information Governance Manager.

In addition to the above, you also have the right to:

- withdraw your consent
- in certain circumstances to have inaccurate personal data rectified, blocked, erased or destroyed
- 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
- data portability

If you wish to execute any of these other rights, please contact the councils Data Protection Officer.

## **How to contact us**

If you have any questions about how we handle your personal data, please contact the council's Data Protection Officer; Joanne Billington on 01253 887372 or visit [www.wyre.gov.uk](http://www.wyre.gov.uk) for further information.

You also have the right to contact the [Information Commissioner](#) if you are unhappy with how we are handling your personal data.