

# Social Media Channels Privacy Notice

## Why do we need your personal data and what do we do with it?

You are giving us your personal data to allow us to respond to your enquiry on one of our social media channels (Facebook, Twitter, Instagram, LinkedIn or Nextdoor). We need to process your personal data if you contact us via social media to access a service, or tell us about something, and you wish us to redirect your enquiry to the relevant department. We also use your information to verify your identity where required, contact you by post, email or telephone and to maintain council records. If you do not provide us with the information we have asked for then we will not be able to provide the requested service to you.

We reserve the right to hide or delete comments which are inappropriate, offensive or rude, in accordance with the rules in our [Social Media Policy](#). Repeat offences may result in a permanent ban from posting on one or all of our Social Media channels.

## Lawful basis for processing your data

Processing your data is necessary for the Communications and Marketing Team to perform tasks carried out in the public interest or in the exercise of its official authority in accordance with Article 6(1)(e) of the General Data Protection Regulations (GDPR) - in that you have given consent to the processing of your personal data for this specific purpose.

## How we process your data

Wyre Council (The Data Controller) will only process the personal data received to answer your enquiry and update council records.

## Categories of personal data

We will only collect basic personal data about you which includes your name, address, telephone number, email etc. together with information you have given us about your circumstances as related to your enquiry and information that we receive from third parties e.g. landlords.

## How we share your data

The council and its partners are committed to respecting the privacy of private, home and family life of all customers and residents. Your personal data will not be shared with any external third parties without your explicit consent. However, there may be exceptional circumstances where a social media post or enquiry results in the receipt of information that alleges, or provides evidence of, circumstances or events that require urgent action (i.e. evidence of criminal activity or perhaps allegations of serious potential or actual risk or harm to identifiable individuals). We do not expect these to be frequent occurrences, but must reserve the right to share information with the Police or other relevant government departments to act on any legitimate concerns that may be raised.

## How long we keep your personal data

The personal information you supply on the council's social media channels will be securely processed, stored and retained in accordance with the privacy notice for each of the following social media platforms:

- [Facebook privacy notice](#)
- [Twitter privacy notice](#)
- [Instagram privacy notice](#)
- [LinkedIn privacy notice](#)
- [Nextdoor privacy notice](#)

## **Your rights**

You have the right to request access to the information that we hold about you. To make a request for this information, please contact our Information Governance Manager [Joanne Porter](#)

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

- 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; and
- data portability

If you wish to execute any of these other rights, or have any questions about how we handle your personal data, please contact the council's Data Protection Officer.

## **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 <https://pre.wyre.gov.uk/service-area-privacy-notices/privacy-notice?documentId=108&categoryId=20133> for further information.

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