

Communications and Marketing Privacy Notice

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). If you have provided us with special category data (such as details about your health) we will process this under Article 9(2) of the GDPR. This privacy notice provides additional information that specifically relates to this particular service, and should be read together with our [overarching privacy notice](#) which provides more detail.

How we process your data

Wyre Council (The Data Controller) will only process and share your personal information to carry out the services which you have requested.

Categories of personal data

In order to carry out these activities we process personal information in relation to:

- Images of people taken via photography or video camera for promotional purposes where permission is obtained.
- Social media identity/information via our [social media channels](#). The council communicates via a number of social media platforms, and our social media privacy policy can be viewed [here](#). please click the links for details of their privacy policies - [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#) and [Nextdoor](#).
- Email addresses which are stored on our newsletter provider platform [Mailchimp](#).

How we will use your personal data

We use your personal data for the following reasons:

- To seek your views and opinions in consultations and surveys;
- To share council news and important information.

Where has your personal data come from?

The personal information we process is provided by you through contact with us via our website, by email or social media or when consent is given for photography.

How we share your data

We only share your data across the council and with other providers of council services on a need to know basis, in order to provide a good, timely service for you.

We will not disclose your personal information to third parties for marketing purposes

How long we keep your personal data

We will keep your information for as long as it is required by us for the purpose we are processing the data for.

Other than crowds at large events and adults in public spaces, we seek permission from anyone featured in our photography before we use it. We keep the contact details included on our photography consent forms for ten years after which point it will be deleted, the photography will then be archived. You may contact us at any time to withdraw consent for any photography or video that you are featured in. Please call 01253 891000 or email communications@wyre.gov.uk

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://www.wyre.gov.uk/privacy> 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.