



**WOKINGHAM  
BOROUGH COUNCIL**

## **Privacy Notice Communications Team**

This notice, in conjunction with Wokingham Borough Councils overarching privacy statement, explains when as a service we collect personal information, what we use your data for, who has access, who we share it with, and what your rights are.

### **Who are we?**

Communications Team  
Wokingham Borough Council,  
Shute End,  
Wokingham,  
Berkshire,  
RG40 1BN

### **What is the lawful basis for processing the information?**

The lawful basis for processing your information is the performance of a public task, in the course of a legitimate interest, and by you providing consent in providing information, as specified by the following legislation and guidance:

- Recommended Code of Practice for Local Authority Publicity, which has been published under section 4 of the Local Government Act 1986.

### **How do we collect information from you?**

Information is collected from you as the service user via online web forms, hard copy documents, e-mail, by telephone or through face-to-face discussion. This information will be collected from either you directly as the data subject, or from a representative acting on your behalf, e.g. a parent providing details for a child, or an individual on behalf of a vulnerable adult.

### **What type of information is collected from you?**

The service collects and processes a range of information about you. The information is provided to enable the Communications team to carry out its duty and functions, provide you with a service, and continue to make service improvements.

We will collect the following information when members of the public agree to the council using their photograph, film and/or words: Surname, Forename, Age (if the person is under 16), Address, Postcode, E-mail, and Phone number. It is necessary for us to obtain written consent for photographs, films and words in our publications.

We will collect the following information through the Council's News Microsite: IP address(es) which are automatically recognised by the system. <http://news.wokingham.gov.uk/>

We may collect the following information through use of social media platforms (predominantly Facebook and Twitter but could include Instagram and YouTube): Surname, Forename, Title, Address, Postcode, E-mail, Phone number, Screenname, and any other details that will help resolve their customer services issue; such as if they have a missed waste collection or to report a pothole in the borough.

We issue our news releases by email to the media and various interested parties such as town and parish councils, local MPs and partners such as the police. We hold an email distribution list, which the media and interested parties have signed up to receive news in this way. We will collect the following information when you sign up: Surname, Forename and E-mail.

You will be informed of any other data we collect, that is not listed above, orally or through email at the time of collection of the data.

### **How do we use the information you have provided?**

All information provided is used by Wokingham Borough Council for the purposes of:

- Allows the Council to use the photograph, film and words to publicise events, in newspaper articles, magazines and other media such as websites and Intranets, social media, information leaflets, marketing materials such as posters and displays, electronic newsletters and presentations  
Supplying the relevant service area with your enquiry when contacted via social media
- Registering you to our distribution lists, and providing you with updates (only if opted in via consent)
- Responding to enquiries and other matters
- Providing you with updates about our services
- Analysing statistical data for service development purposes (usually anonymised)

### **Who has access to the information about you?**

Your information is managed by staff employed in the Communications team. Your information may also be shared with officers from other service areas for assistance with these matters. Your information can be accessed by the Community Engagement team. This allows any member of the two teams to access the information in order to ascertain whether an individual has given consent for their photograph, film, or words to be used in Council publications.

It also allows any member of the two teams to amend or delete records should they wish to withdraw their consent at any time. All personal data is stored securely; we have in place security measures which are intended to ensure, as far as possible, the security and integrity of all personally identifiable information.

Your data is stored securely on our systems and accessed only by authorised officers of Wokingham Borough Council by using their own Username and Password all created in-line with pre-defined user credentials. Personal data is also held in electronic files on the Councils network drives. These are only accessible through personal logon credentials and access privileges to specific drives.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our sites, any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access, and any exchanges of information carried out once we are in receipt of your data will be done securely.

Any personal data held in paper format is held in lockable filing storage, and accessed only by authorised officers, as is data held on audio or CD/DVD media. Data may be stored in paper form and is always secured in lockable cabinets when not in use. Access to Council sites is also secure requiring a personal electronic pass (lanyard) to access staff only areas.

## **Who we may share your information with?**

When contacting the Communications team to gain access to services, your information will be shared with other Council staff to the extent required to provide you with the service you have requested. Your information may also be shared with photographers that we use where you have given your consent.

Where the Council engages third parties to process personal data on its behalf, they do so on the basis of written instructions, are under a duty of confidentiality, and are obliged to implement appropriate technical and organisational measures to ensure the security of data.

To ensure that information is continued to be held securely and that accuracy is maintained, there will also be instances where our system suppliers will need to access individuals personal information. This will be on a strict need to know basis and all contracts have confidentiality clauses built in.

The Council will not transfer your information to countries outside the European Economic Area (EEA) unless this is necessary, and only to countries which have sufficient safeguards in place to protect information.

Information will be shared internally if required for better performance and efficiency of Council services and the welfare of individuals.

Wokingham Borough Council may also share personal information with the police and other local authorities under Article 23 of the General Data Protection Regulations in order to prevent or detect crime.

## **How long do we store your information?**

The duration that the Council will hold information, and what happens at the end of that period, are as described within the Councils corporate retention schedule available on our website: [www.wokingham.gov.uk/council-and-meetings/information-and-data-protection/privacy-statement](http://www.wokingham.gov.uk/council-and-meetings/information-and-data-protection/privacy-statement)

## **Does the service utilise automated decision-making?**

The Communications team does not utilise automated decision-making in the services that it provides.