

# Privacy Notice: Communications, Engagement and Marketing Team at Wokingham Borough Council

## Privacy Notice

This notice explains when we collect personal data, what we use it for, who we share it with and your rights.

## Who are we:

Communications Engagement and Marketing team, Wokingham Borough Council, Civic Offices Shute End, Wokingham, Berkshire RG40 1BN. Email:

[CEM@wokingham.gov.uk](mailto:CEM@wokingham.gov.uk). Telephone: (0118) 974 6000

## The lawful basis for processing the information:

Recommended Code of Practice for Local Authority Publicity, which has been issued under section 4 of the Local Government Act. 1986. It came into force on 31 March 2011.

## How do we collect information from you:

Personal data is provided by the relevant individual. In the case of people who can not give their information (such as children and vulnerable adults), a representative such as a parent, guardian or carer, who represents the person in his or her best interests and demonstrates approved authorisation would provide this information if appropriate.

## What type of information is collected from you:

### Photo / filming consent

In order for us to comply with data protection and confidentiality regulations, it is necessary for us to obtain written consent for photographs / films and words in our publications.

Members of the public will have to agree to the Council using their photograph, film and words by signing a consent form. The consent form will contain the following information: Name, age if person is under 16, address, telephone number, and email address.

### Using our [news website](#):

The Council's News Centre microsite does not store or capture personal information but merely logs a number called your IP address which is automatically recognised by the system.

## Social Media

Occasionally customers share their personal data via our social media platforms (predominantly Facebook and Twitter but could include TikTok, LinkedIn, NextDoor, Instagram and YouTube) to report customer services issues such as a missed waste collection or a pothole for example.

### *Blocking users*

On occasion, we may keep a record of people we have had to block, ban or report on social media platforms for breaching our social media house rules and social media policy.

If users breach our social media policy, leading to us to ban or block them from our channels, we will keep a record of user/username, when they were blocked/banned, what they said and what part of our policy they breached in order for us to take this action

We will use this data to explain and justify action taken when applying a ban or block.

### News release distribution list

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.

### Wokingham Borough Connect

We send email newsletters to residents who have subscribed for updates on specific topics from us. We do this by consenting to give us your email address and some other personal information, such as name and postcode, if you choose to give it. This is used to communicate and personalize such communications with you so you only hear from us on topics you want to hear about.

This is done through Granicus and follows the [Granicus privacy policy](#). We may also collect data concerning the date and time when the message was viewed by you, as well as when you interacted with it, such as by clicking on links included in the message.

### Engage Wokingham Borough

Our engagement platform is used for different public consultation processes: collecting ideas, voting, discussing, surveys, polls, participatory budgeting, online mapping, scenario planning, support for advisory boards and committees.

The information we gather through Engage Wokingham will be used to help us make better decisions and tailor our services to the needs and desires of our residents and businesses.

Users can sign up to Engage Wokingham Borough and set up an account to provide responses and keep up to date with projects they are interested in. This includes information such as first and last name, e-mail address, year of birth, gender, area of residence.

Primarily the information we collection will consist of consultation forms that you have voluntarily completed.

This is done through Citizen Lab and follows the [Citizen Lab privacy policy](#).

### How we use the information you have provided:

#### Photo / filming consent

This 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.

#### Social Media

This information is passed to the relevant service area to deal with the customer's enquiry.

#### News release distribution list

We issue our news releases via email to the media and interested parties who have signed up for this service.

#### Wokingham Borough Connect

Your data is to contact you, analyse traffic, interact with our platforms, check content performance and ensuring the content we are providing you relevant.

#### Engage Wokingham Borough

All information provided is used by Wokingham Borough Council for the purposes of providing you a service. This includes:

- Statistical analysis and service planning
- Responding to enquiries and other matters
- Providing you with updates about our services, where you have requested to be kept informed

### Who has access to the information about you:

#### Photo / filming consent

This information is accessed by all members of the Communications, Engagement and Marketing team. They allow any member of the teams to access this information in order to ascertain whether an individual has given consent for their photograph /

film or words to be used by the Council in its publications as outlined above. It also allows any member of the team to amend / delete records should the individual wish at any time to withdraw their permission.

#### [Social media](#)

Your information is managed by staff employed in the Communications, Engagement and Marketing team.

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 Council's network drives. These are only accessible through personal logon credentials and access privileges to specific drives.

#### [Wokingham Borough Connect](#)

Your information is managed by staff employed in the Communications, Engagement and Marketing team.

Access may be given to staff in specific services for certain topic areas where they are sending the updates via the platform.

#### [Engage Wokingham Borough](#)

Your information is managed by staff employed in the Communications, Engagement and Marketing team.

We will sometimes share this information with other services, which are working on the services we are asking for your responses on.

#### [Who we may share your information with:](#)

We will sometimes need to share information with other Council services in particular if the customer has raised a customer services enquiry such as reporting a pot hole or missed waste collection.

#### [How long we store your information:](#)

- Photo / film consent forms will be held electronically for two years at which point the individual will need to provide consent again for continued use or photo / film or words will be deleted. However, although these will not be used in any new publications, where they are recorded in historical, previously published documents (eg Wokingham Borough News or news releases) these may still be accessible via our website or in printed copies distributed locally
- Photos of children and vulnerable adults will be deleted from Council files after two years. However, although these will not be used in any new publications, where they are recorded in historical, previously published

documents (eg Wokingham Borough News or news releases) these may still be accessible via our website or in printed copies distributed locally

- Personal data shared by individuals in relation to customer service queries will be deleted from the Council's social media platforms one month after they are received; and also from the communications team email accounts.
- The digital news release distribution list will be reviewed annually and participants will be asked to sign up every year
- Social media banned list – we will store data would be as long as the ban/block applies, up to six years from it starting. If the data is still held up to this point, we will delete it. The Communications, Engagement and Marketing team would review the block list annually to see if users can be unblocked or remove data if it has been held for six years or longer

Does your service utilise automate decision making?

No