



**WOKINGHAM  
BOROUGH COUNCIL**

## **Privacy Notice Business Intelligence**

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?**

Data 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 Article 6 (e) Public Task and when not part of our official functions, then (f) Legitimate Interest would be applicable to improve service delivery to residents of Wokingham Borough Council.

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

The Data Team does not directly collect any information from you or external third parties, rather it works with other Services that sit within the Council to enable their use of your data to improve their service delivery. Internal teams will use our team to aid in data analytics and presentation. Please refer to our other privacy notices for more details on why the data was original collected and what was supplied to the Council, and below sections for more detail around the data usage within the Business Intelligence data team.

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

We use this information for statistical analyses to measure and understand the provision of services and needs of the borough population, and to inform the planning, evaluation and targeting of services.

We also enable services to use modern data and insight systems to improve services to individuals through the processing and presentation of an individual's specific data

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

Your information is accessible by the Services who collected it in the first instance (Please refer to a specific service privacy notice for details) and with the data team who process the data in our data infrastructure before it is presented back to the service for its use.

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

Once processed and presented back to a service they may share your information with others not detailed below (so long as done lawfully), details of this data sharing can be found in their specific service privacy notice.

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 and/or Schedule 2 of the Data Protection Act 2018 for the prevention or detection of crime.

Where the Council engages third parties to process personal data on its behalf, they do so based on written instructions, are under a duty of confidentiality, and are obliged to implement appropriate technical and organisational measures to ensure the security of data. Only anonymised statistical data is shared with third parties by the data team.

The data team uses modern secure cloud data computing supplied by Microsoft to process and share data with services. The data stored in this system is encrypted and secure and not normally readable by the supplier. The Council also engages Pheonix Software, a UK-based IT solutions provider, who supply expert technical support. There may be, in some extreme cases, a need to share data with our technical support to remedy issues or fix bugs. They do so under a duty of confidentiality and are obliged to implement appropriate technical and organisational measures to ensure the security of the data.

### **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 Data Team does not utilise automated decision-making in the services that it provides.