

# Privacy Notice

This document describes how and why we collect, store, protect, process and share the data you give to us. We collect personal data as part of conducting a survey among stakeholders to inform the development of the West Berkshire Cultural Heritage Strategy 2020-30, which is intended to help us to make plans to improve services in future.

Date of Issue: 11<sup>th</sup> September 2020

Update History:

Version 1	First issue of a new Privacy Notice
Version 1.1 13 April 2022	Minor amendment to contact details of the Data Protection Officer

Directorate: Place  
Service: Public Protection and Culture  
Team: Culture and Libraries

## About the Organisation

West Berkshire Council is the Data Controller. This means it is ultimately responsible for the data it holds about you.

Contact Address:

West Berkshire Council  
Market Street  
Newbury  
Berkshire  
RG14 5LD

ICO Registration Number: **Z6825178**  
<https://ico.org.uk/ESDWebPages/Entry/Z6825178>

## The Data Protection Officer

Contact details for the Data Protection Officer at the Council can be found at:  
[www.westberks.gov.uk/dpofficer](http://www.westberks.gov.uk/dpofficer)

## What data will we collect about you?

When you choose to participate in the survey, we will ask you a number of questions about your views and opinions.

None of them are mandatory (you can skip each or any of them if you like), but the more detailed the response we receive, the more fully your views will help to shape the Cultural Heritage Strategy for residents in the district.

Whilst details of your organisation is not in itself personal data, we might also ask you for personally identifiable data by way of your:

- Name
- Email address And
- The name of the organisation you are representing

This notice explains what will and won't happen to your data and how we will safeguard it against use you have not agreed to.

### **What will we use your data for?**

The survey is collecting data and your views and/or those of the organisation you are responding on behalf of about the proposed objectives and aims of the strategy. We will use this information as a basis for creating and refining the final West Berkshire Cultural Heritage Strategy 2020-30. Your responses will not lead to you, or your organisation, being identifiable in the strategy itself, when it is published.

All responses will be used as the evidence base to help decide what the strategy should contain.

Collecting your name, email address and the name of the organisation you are representing allows us to verify your identity, ensure the integrity of the responses overall (for instance to ensure we don't have multiple responses from a single individual or organisation) and to contact you should we want or need to discuss your responses further. You are under no obligation to provide this data if you don't want to.

### **Who will see your data?**

We will never use your data for anything other than the conduct of this engagement exercise. The data will be seen in its raw form by trained officers in the council's Research, Consultation and Performance Team, and also be made available to authorised officers in the council's Culture Service.

It will not be shared with any other services or third parties unless the council is legally compelled to do so (for instance to help detect or prevent a crime or where failure to share this data could cause an individual harm).

### **Legal basis for processing**

The General Data Protection Regulations (GDPR) require the council to identify a legal basis for processing to ensure we are operating within the law.

In this case, your participation in the survey is completely optional – you are under no obligation to take part, but clearly if you choose not to, the council cannot incorporate the your views and opinions, or those of your organization, into the formulation of the strategy.

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As such, the legal basis the council relies upon for this exercise is your consent. This is described in Article 6(a) of the GDPR.

Additionally, the council has a statutory and legitimate interest in ensuring that its resources are directed to those areas which provide the best value for money and the most benefit for residents. This is part of the purpose of formulating the West Berkshire Cultural Heritage Strategy, and consulting widely with residents and stakeholders is clearly in the public interest.

As such, the over-riding basis for processing with respect to the survey is described by the “legitimate interest” of the authority (Article 6(d) of the GDPR).

### **How long will your data will be kept?**

Your data will not be kept any longer than necessary. In this case, it will not be retained any longer than is required to formulate and publish the West Berkshire Cultural Heritage Strategy 2020-30.

### **How is your data stored and processed?**

West Berkshire Council will use an online survey tool called Survey Monkey to collect your responses to this consultation. Data collected by this method is stored by the providers. To read about their Privacy Policy and Security Statement visit:

- <https://www.surveymonkey.com/mp/policy/privacy-policy/>
- <https://www.surveymonkey.com/mp/policy/security/>

Data may also be held on the council’s electronic systems and will be protected using upto-date technical and organisational security measures.

### **Transfer overseas**

Survey Monkey may store your data outside of the EU in North America. Companies in the US are considered as having “adequate” status for the purposes of Data Protection by the European Commission where they hold the “Privacy Shield” accreditation. Survey Monkey holds such an accreditation, so your rights are protected. To read about “adequacy decisions” visit:

□ [https://ec.europa.eu/info/law/law-topic/data-protection/data-transfers-outsideeu/adequacy-protection-personal-data-non-eu-countries\\_en](https://ec.europa.eu/info/law/law-topic/data-protection/data-transfers-outsideeu/adequacy-protection-personal-data-non-eu-countries_en)

### **Your rights**

You have a number of rights when it comes to the data we hold about you. These are detailed on our request form ([www.westberks.gov.uk/dprequest](http://www.westberks.gov.uk/dprequest) ) that also allows you to make a request for us to take action about something.

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## Complaints

If you've already told us we need to do something, but we haven't responded in a way you're satisfied with, you can complain to the Information Commissioner's Office (the ICO). It's easiest to do this online via the ICO website (<https://ico.org.uk/concerns/handling/>), but you can also do so in writing to:

The Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

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