

## **Privacy Notice (How we use your information)**

### **Communications and Marketing**

**The categories of information that we collect, process, hold and share include:**

- Personal information (such as name, age, phone number, e-mail, information preferences and address)
- Characteristics (such as gender)

### **Why we collect and hold this information**

We use this personal data in order to:

- Contact you by post, email or telephone;
- Understand your needs to provide the services that you request;
- Understand what we can do for you and inform you of other relevant services and benefits;
- Obtain your opinion about our services;
- Provide you with relevant information, including information about local emergencies;
- Use images, videos and quotes from you where we have your permission to do so;
- Evaluate and improve our performance;
- Derive statistics which inform decisions about future delivery of services.

### **The lawful basis on which we use this information**

We collect and process information about you under Article 6(1)(a) where you have given clear consent for us to process your personal data for a specific purpose, for example, in order to receive bin collection reminders.

In the case of an emergency, we collect and process information about you under Article 6(1)(e) performance of a public task. This is in order to meet our legislative duties set out in the Civil Contingencies Act 2004.

### **Storing this information**

We will hold the information about you securely, and for no longer than reasonably necessary. We will hold your information for **two years** in order to use images, videos and quotes from you where we have your permission to do so, and the same for information you give us in order for us to provide you with relevant information, for example by email.

### **Who we share this information with**

We routinely share this information with:

- Other services within Kirklees Council

## **Why we share this information**

Customer services enquiries will be shared with our internal customer services or relevant internal teams who we need to ask to look into the issues you are reporting to us

In relation to marketing, we may share any consent forms you give to us with other teams internally who may need to contact you.

We do not share personal information about you with anyone else without consent unless the law and our policies allow us to do so.

## **Further information**

If you would like further information about how we manage your data, please see the privacy notice for Kirklees Council at [www.kirklees.gov.uk/privacy](http://www.kirklees.gov.uk/privacy)

If you would like further information about this privacy notice, please contact:  
[communications@kirklees.gov.uk](mailto:communications@kirklees.gov.uk)

If you have any worries or questions about how your personal data is handled, please contact the Data Protection Officer at [DPO@kirklees.gov.uk](mailto:DPO@kirklees.gov.uk) or by ringing 01484 221000.