

Privacy Notice (How we use your information)

Kirklees Markets

We are responsible for the strategic and operational management of markets in the district, consisting 7 market halls and open air markets, operating 362 days a year and delivering over 1300 market days a year. We directly support over 400 businesses by providing retail space and generating footfall to increase retail sales.

We manage and organise farmers markets, street markets and themed markets. We also support a community event programme including equipment hire and giving advice.

We offer an ideal low cost entry point for start-up businesses including incentives, recently we have seen some businesses grow within the markets and others expand on to the high street.

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

Personal information

- names
- address
- date of birth
- National insurance number
- phone numbers
- email address
- right to work
- photographic ID
- proof of address

Characteristics

- ethnic origin
- gender

Other

- Public liability Insurance details
- company name
- facebook info
- twitter info
- website info

Why we collect and hold this information

We use this personal data in order to:

- Enable us to carry out specific functions for which we are responsible
- Enable so to add you to our database in order to collect rental and service charge income
- Ensure you have adequate information to trade on our markets
- Add you to our social media accounts
- Manage amount of types of goods sold on the market.

The lawful basis on which we use this information

We collect and process information about you under lawful basis for processing data -

Article 6

Consent – trader signs a declaration on the initial application form proving they understand that the Council records and stores their data.

Contract – the trader enters into a contract with the council for the collection of rental payments.

Legal obligation – the traders are provided with legal documentation to enable trading.

Special Category – collation of Ethnic Origin – Article 9

processing is necessary for the establishment, exercise or defence of legal claims or whenever courts are acting in their judicial

Storing this information

We will hold the information about you securely, and for no longer than reasonably necessary. We will hold it whilst you are a current trader. When you cease trading all your information will be deleted and shredded after 3 months

Who we share this information with and why

We routinely share this information with:

- Other services within Kirklees Council -
 - Business Rates – lawfully and legally contracted
 - Food Safety – lawfully contracted to

- National government department
 - Department for work and pensions – lawfully legally
 - HMRC – lawfully legally
 - trading standards, lawfully legally

- Other partners
 - Audit Commission - lawfully legally
 - Police – lawfully legally

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

If you would like further information about this privacy notice, please contact: Chris Cotton Markets Manager on markets@kirklees.gov.uk or 01484 225930

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 or by ringing 01484 221000.