

## **Privacy Notice tourism (Kirklees Council)**

Kirklees Council is registered with the information Commissioners Office (ICO) under the provisions of the Data Protection Act 2018. The Council takes its responsibilities under the Act very seriously.

### **What information do we collect?**

- Name, address, contact details including email address, mobile phone number and/or social media user name
- Correspondence (including emails, social media posts)
- Photos and videos

### **Cookies Policy**

Kirklees Council does not use any cookies on our website that contain information which identifies you personally. However, we do use cookies on our website to help make your visit more effective. This policy explains [how and why we use cookies and how to delete them](#).

### **Who uses this information?**

Economy, Regeneration and Culture (Visit Huddersfield – Kirklees Council)

### **Why do we use this information?**

We use this information about you to:

- Communicate with you in formats (e.g. email newsletter, printed mail-out or magazine) you have consented to receive and about subjects that you have consented to hear about
- Communicate with you on social media in line with the terms and conditions of those social media sites

In the case of photos and videos, with your consent we may use this to create communications products such as social media posts, advertising, leaflets, digital marketing and printed marketing.

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

Article 6 (a) Consent forms the legal basis for processing information.

### **Who are we likely to share this information with?**

With other organisations or companies (with your consent, or where the law allows us):

- Individual's names and addresses may be shared with a third party print distribution company in order to distribute information you have requested or agreed to receive. We have strict processes to ensure that the information is deleted once it has been used and cannot be used or shared in any way other than for the specific mail-out for which it was provided.
- Individual's names and email address may be shared with Marketing Automation Platforms such as MailChimp in order to distribute information you have requested or agreed to receive via e-marketing such as an e-newsletter. The information can only be used for the specific mail-out for which it was provided.

### **How do we keep this information secure?**

- Electronic information is stored securely on databases, systems or internal drives.
- Paper information is in locked storage.

### **How long do we keep this information?**

Data you shared with us on social media is stored on those social media sites. You are advised to check the privacy notices or terms and conditions of your social media sites for more information.

Information you voluntarily supplied to us, in order for us to communicate with you, will be kept until:

- the matter about which we are communicating with you concludes, expires or ceases to be relevant, or
- you ask us to stop communicating with you.

Any photos or videos of you, which you have consented for us to use, will be stored on our internal servers for a maximum of five years. You can request your photo or video to be deleted at any point before this expiry date. Photos and videos used on social media and other digital and paper formats are deemed 'published' and in the public domain. Where reasonable and practical we will endeavour to delete such published personal information on request, however we cannot be responsible for any copies of the material created by subsequent sharing by a third party.

### **What are your rights?**

You have the right to remove your consent for the use of your personal information it at any time. If you want to remove your consent, please contact [tourism@kirklees.gov.uk](mailto:tourism@kirklees.gov.uk)

Your personal details will be recorded electronically on our system and will be kept for a maximum of 5 years or until such time as the data is reviewed by us or removed at your request.

In addition you have the right to see what information is held about you, to have inaccurate information corrected, to have information removed from our system and the right to complain to the Data Protection Officer if you feel that your data has not been handled in accordance with the law.

The Council's Data Protection Officer can be contacted on 01484 221000 or via [DPO@kirklees.gov.uk](mailto:DPO@kirklees.gov.uk)