

# Privacy Notice (How we use your information)

## Town Centre Initiatives Consultation

Kirklees Council recognises the value of consulting with businesses in Huddersfield Town Centre. Initiatives are being considered by the Council to support the town through the response to the Coronavirus (Covid-19) pandemic and to support the emerging Huddersfield Blueprint, the 10 Year Vision for the town centre. Council Services recognise there are currently many competing and complex demands on our town centre streets. By working in collaboration with each other, we are consulting with businesses and key stakeholders to test changes which could inform any permanent improvements being considered. Such changes include traffic management measures to ensure the town centre is 'Covid-safe' by providing more space for pedestrians.

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

- Personal information (such as name, address, postcode, email address, phone number, business details)
- Characteristics (such as gender, ethnicity, age and disability)

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

We use this personal data in order to:

- Make decisions, deliver and manage services and provide support on improvements to the town centre.
- Share data to avoid unnecessary duplication of communication between the Council departments involved.
- Enter legal agreements, serving notices and promoting safety measures.
- Assess the quality of our services.
- Evaluate and improve our performance.
- Derive statistics which inform decisions about future delivery of town centre initiatives as well as support funding applications to external funding agencies.

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

We collect and process information about you under Article 6, (1) (a) Consent: the individual has given clear consent for you to process their personal data for a specific purpose and Article 9, (2) (a) the data subject has given explicit consent to the processing of those personal data for one or more specified purposes.

Individuals can withdraw consent at any time by emailing [towncentreenquiries@kirklees.gov.uk](mailto:towncentreenquiries@kirklees.gov.uk).

## Storing this information

We will hold the information about you securely, and for no longer than reasonably necessary, or until you request the data is removed. We will hold it for the duration of the 10-year regeneration ambition. This is due to the scale of the projects, the consultation required on initiatives and the timescales for funding bids. Data will be deleted after this point.

## Who we share this information with

We share this information with other departments and services within Kirklees Council. We may also share this information with other partners (including The Huddersfield BID (Business Improvement District), West Yorkshire Police, West Yorkshire Fire and Rescue Services and the University of Huddersfield).

## Why we share this information

We share information with Kirklees Council colleagues and our partners to ensure our combined purposes are achieved.

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 [Kirklees Council privacy notice](#).

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