

Privacy Notice (How we use your information)

Corporate research and consultation activities

We are committed to respecting your privacy and protecting any personal information you provide as part of participating in research and consultation activities. This privacy policy describes the type of information we may collect and why, and the lawful basis for this.

The categories of information that we may collect, process, and hold as part of research and consultation activities include:

- Personal information (which could include name, date of birth, email address, phone number, postcode)
- Sensitive information (which could include gender, ethnicity, religion, sexual orientation, disability status)

This information is sometimes asked as part of 'About you' questions within questionnaires, interviews or other research methods.

Why we collect and hold this information

We collect this information in order to help with understanding the needs, service use, perceptions, satisfaction, behaviour and lifestyle of different members of the community. This information can also provide information that helps the council to meet its legal duties under equalities legislation and improve its services.

The lawful basis on which we use this information

We collect and process information about you under Article 6(a) and Article 9(2)(a) of the GDPR. The lawful basis for this is gaining clear consent from you to process your personal data for a specific purpose.

As part of gaining your consent to use the information you provide within a research or consultation activity (e.g. an online survey) we will provide:

- The name of our organisation and the name of any third parties if we are going to share it
- Why we are asking for the data and what we will do with it
- Individuals can withdraw consent at any time.

Storing this information

We will hold the information about you safely and securely, and for no longer than reasonably necessary in order to carry out analysis and reporting of the data (including longitudinal comparisons).

Who we share this information with

The majority of research and consultation carried out by Kirklees Council is processed by Kirklees Council and so it is not frequently shared. On occasion we work with other organisations to analyse research and consultation data (such as Market Research companies or academic organisations).

When this is the case we will make it clear to you at the point of gaining consent. We do not share personal information about you with anyone else without consent

Further information

If you would like further information about how we manage your data, please see the privacy notices:

- for Kirklees Council at <http://www.kirklees.gov.uk/beta/information-and-data/how-we-use-your-data.aspx>
- for our online survey software provider Snap Surveys at <https://www.snapsurveys.com/survey-software/privacy-policy-uk/>

If you would like further information about this privacy notice, please contact consultation@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 or by ringing 01484 221000.