

Privacy notice – Communications

Who we are?

Shropshire Council is the local government authority for Shropshire. Our address is: Shropshire Council, Shirehall, Abbey Foregate, Shrewsbury, SY2 6ND. You can contact our Data Protection Officer on: 01743 252774 or by email at: information.request@shropshire.gov.uk

How do we collect information from you?

We collect information from you when you visit the Shropshire Council website, when you contact us in writing, speak to us on the phone, by email or any other type of electronic communication, or talk to us face to face.

What types of information do we collect from you?

We collect different categories of information about you, depending on the service you want from us and/or the reason why we need to process information relating to you. This could be personal information (for example your name and address), or other more sensitive data that we would only collect and use in very particular circumstances that are set out in law.

Details of information obtained from third parties?

We receive personal information from other services with Shropshire Council and external partners to inform us of any potential media enquiries. In some circumstances we receive personal information from the media in order to help us respond to certain enquiries. We share this personal information only with teams and partners who would potentially take a call and who are best equipped to help us respond appropriately. Any answer given to the media is saved on ServiceDesk Plus for our records. Information inputted into ServiceDesk Plus is stored securely in India.

How is your information used?

We may use your information to:

- Manage, record and respond to enquiries from businesses, media and the public
- Conduct consultations using data to target specific customer groups and profile results by categories of users
- Collate information to run reports to monitor trends or identify key themes
- Distribute information to you in formats (such as email newsletter, phone, printed mail-out or other printed material)
- Communicate with you about matters of public interest including, but not limited to, emergency situations affecting Shropshire
- Communicate with you on social media in line with the terms and conditions of those social media sites
- In partnership with third party operators, manage information to ensure the safe delivery of events and services

- Send you communications which you have requested and that may be of interest to you
- Send you local communications based on the contact information you have provided
- Comply with a legal obligation

With your consent, we may use photos and videos to create communications products such as social media posts, advertising, leaflets, digital marketing and printed marketing.

See further details about [how we use your personal data](#).

Research and statistics

Anonymised and pseudonymised data may be used for research & statistical purposes. Any data collected may be used for research and statistical purposes that are relevant and compatible with the purpose that the data was collected for.

Who has access to your information?

Under data protection legislation, we may be required or permitted to disclose your personal information without your explicit consent. For example, if we have a legal obligation to do so, such as for:

- Law enforcement
- Fraud investigations
- Regulation and Licensing
- Criminal Prosecutions
- Court Proceedings

We may also share your information with other services within Shropshire Council.

We must protect public funds. To do this we may use personal data to detect and prevent fraud, collect taxes and ensure public money is targeted and spent in the most appropriate and cost effective way. To support this, we may share your personal data with other statutory agencies in line with our legal obligations and/or in completion of our public tasks including the [Department for Work and Pensions](#), [HM Revenue and Customs](#), the [Police](#) and other local authorities.

We will not sell or rent your information to third parties. We will not share your information with third parties for marketing purposes.

What are your rights in relation to the personal data we process?

Access – you can request copies of any of your personal information that is held by the Council.

Rectification – you can ask us to correct any incorrect information.

Deletion – you can ask us to delete your personal information. The Council can refuse to delete information if we have a lawful reason to keep this.

Portability – you can ask us to transfer your personal data to different services or to you in some circumstances.

Right to object or restrict processing – you have the right to object to how your data is being used and how it is going to be used in the future.

Right to prevent automatic decisions – you have the right to challenge a decision that affects you that has been made automatically without human intervention, for example an online form with an instant decision.

How long will we keep your information for?

We keep and dispose of all records in line with our corporate retention schedule. We will comply with Data Protection legislation in regards to how long we keep your data.

What security precautions in place to protect the loss, misuse or alteration of your information?

We are strongly committed to data security and will take reasonable and appropriate steps to protect your personal information from unauthorised access, loss, misuse, alteration or corruption. We have put in place physical, electronic, and managerial procedures to safeguard the information you provide to us. However, we cannot guarantee the security of any information you transmit to us. We recommend that you take every precaution to protect your personal information.

Keeping your data up to date

We want to ensure any information we hold is accurate. You can help us by promptly informing us of any changes to the information we hold about you.

Details of any automated decision processes

N/A

Under 13

If you are accessing online services and are under the age of 13, please get your parent/guardian's permission beforehand whenever you provide us with personal information.

Cookies & IP addresses

What are Cookies and why are they used?

Cookies are small text files which identify your computer to our servers. They are used to improve the user experience. View what cookies we use and how you can manage them at <https://shropshire.gov.uk/website-information/use-of-cookies/>

Complaints

If you would like to make a complaint regarding the use of your personal data you can contact our Data Protection Officer;

By Post: Information Governance
Shropshire Council,
Shirehall,
Abbey Foregate,
Shrewsbury,
SY2 6ND

By phone: 01743 252774

By email: information.request@shropshire.gov.uk

For independent advice about data protection, privacy and data sharing issues, you can contact the Information Commissioner's Office (ICO):

By Post: Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

By phone: 0303 123 1113 {local rate} or 01625 545 745 if you prefer to use a national rate number

Alternatively, visit ico.org.uk or email casework@ico.org.uk