

# Privacy notice – Activage Project with Samsung

## 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](mailto:information.request@shropshire.gov.uk)

## How do we collect information from you?

Samsung will collect information from you when you visit the Shropshire Council Activage website. They will then share this information with us.

## 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 will be sent the data being gleaned from the devices that Samsung are providing to participants in the Activage project, along with your personal data that you have provided to them.

The information we are obtaining from Samsung will contain your name, address, phone number, email address and the associated data from the devices which will show your heart rate, sleep pattern, sensors data (dates and times) activity level.

## How is your information used?

We may use your information to:

- Match Council services with data received to provide assistance to participants that they can benefit from, in a health capacity.
- Using pseudonymised data we can look at how our participants are coping within their own homes.
- Using pseudonymised data allow Shropshire Council to provide better tools for residents over the coming years.
- Utilising the monitored data gain an understanding of how IoT (Internet of Things) helps in this area of care.
- Undertake research and analysis on pseudonymised data which is then used to plan new services and commission new services
- Provide you with information and advice

## Lawful basis

The overall aim of this processing is to improve Adult social care services and improve services offered to the public as well as ensure you are made aware of important services that could be available to you in relation to health and social care.

As such our lawful basis for processing your data for these purposes will be:

- We are carrying out tasks in the public interest that are set out in law, or public functions set out in law
- Necessary to comply with our legal obligations for social care provision
- The processing is necessary for reasons of substantial public interest

Our full Adult Social Care notice explains how we process data more widely across the department, for full details about this and how we process data across Adult Social care please see the notice here: <https://shropshire.gov.uk/media/13509/adult-social-care-privacy-notice.pdf>

### **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?**

We will share your data with internal Shropshire Council departments that could provide support to the participant.

We will use your anonymised data to inform Council departments.

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 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**

For this service all the decisions we make about you involve human intervention.

## **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](mailto: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](http://ico.org.uk) or email [casework@ico.org.uk](mailto:casework@ico.org.uk)