



## WEBSITE PRIVACY POLICY

### 1. INTRODUCTION AND IMPORTANT INFORMATION

Cranbrook Town Council (“We” or “us”) are committed to protecting and respecting your personal data and privacy.

This privacy policy relates to how we use and collect personal data from you when you access our website (domain name <https://www.cranbrooktowncouncil.gov.uk/>). It also relates to our use of any personal data you provide to us by telephone (including SMS), in written correspondence (including letter and email) and in person, described in this policy as “Services”.

Please note that our website and services may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy policy of every website you visit.

Whenever you provide personal data, we are legally obliged to use your information in line with all applicable laws concerning the protection of such information; including but not limited to the Data Protection Act 2018 (DPA) and the General Data Protection Regulation (UK GDPR), described in this policy as the “**Data Protection Laws**”.

This privacy policy forms part of Cranbrook Town Council’s governance documents and is not intended to override any other policy or procedure. This policy may be amended or updated from time to time and any revisions will be posted to this page, so please check back regularly.

### 2. WHO WE ARE AND HOW TO CONTACT US

- 2.1 For the purpose of the Data Protection Laws, the data controller is Cranbrook Town Council. Our address is Younghayes Centre, 169 Younghayes Road, Cranbrook EX5 7DR. If you want to request more information about our privacy policy or information regarding data protection you should contact us using the details provided below:

FAO: Janine Gardner, Town Clerk and Responsible Financial Officer  
Younghayes Centre  
169 Younghayes Road  
Cranbrook  
EX5 7DR  
United Kingdom

Email: [clerk@cranbrooktowncouncil.gov.uk](mailto:clerk@cranbrooktowncouncil.gov.uk)

Telephone: 01404 514552 and ask to speak to the Privacy Officer.

For further information on how to contact us, please visit the [Contact Us](#) page on our website.

- 2.2 You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues ([www.ico.org.uk](http://www.ico.org.uk)). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

### 3. THE DATA WE COLLECT ABOUT YOU

- 3.1 We collect and process personal data defined as any type of data which may identify an individual. Typically the personal data we collect and process will include identity, contract, transactional, technical, profile, usage and marketing and communications data such as:

3.1.1 **Identity Data** includes first name, last name, title or other identifier (such as job title), marital status, date of birth, gender and images.

3.1.2 **Contact Data** includes billing address, email addresses and telephone numbers.

3.1.3 **Financial Data** includes bank account and payment card details.

3.1.4 **Technical Data** includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access this website.

3.1.5 **Marketing and Communications** data includes your preferences in receiving marketing from us and our third parties and your communication preferences.

3.1.6 **Transactional Data:** details about goods or services purchased.

3.1.7 **Profile Data:** username and password, interests or preferences, feedback or survey responses.

3.1.8 **Usage Data:** information about how individuals use your website, website cookies.

Please note that we may collect and/or process other personal data from time to time.

- 3.2 We also collect, use and share aggregated data, such as statistical or demographic data for any purpose. Aggregated data could be derived from your personal data, but is not considered to be personal data in law as it will not directly or indirectly reveal your identity. For example, we may aggregate your usage data to calculate a percentage of users accessing a specific feature of our services. However, if we combine or connect your aggregated data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used solely in accordance with this policy.

- 3.3 We will not require you to provide Special Categories of Personal Data to Us in relation to our Services (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health, and genetic and biometric data). However, we may process Special Categories of Personal Data about you if you choose to provide it when contacting us.

- 3.4 In relation to our Services, we only collect data from you directly.

### 4. HOW IS YOUR PERSONAL DATA COLLECTED?

4.1 We use different methods to collect data from and about you including through:

4.1.1 **Direct interactions.** You may give us your Identity, Contact, Profile and Financial Data by filling in forms or by corresponding with us by post, phone, messaging service, email or otherwise. This includes personal data you provide when you:

- (a) apply for our services;
- (b) create an account on our website;
- (c) subscribe to our service;
- (d) request marketing to be sent to you;
- (e) enter a promotion or survey; or
- (f) give us feedback or contact us.

## 5. IF YOU FAIL TO PROVIDE PERSONAL DATA

Where we need to collect personal data by law, or under the terms of a contract we have with you, and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with our services). In this case, we may have to cancel all or part of a service you have with us but we will notify you if this is the case at the time.

## 6. HOW YOUR DATA WILL BE USED

6.1 We use information held about you to maintain contact with you (via telephone, SMS, letters, emails and in person) and, where necessary, carry out any services to you.

6.2 We never sell your data to third parties or allow third parties to contact you without your permission.

6.3 We share your data with third parties where there is a legal obligation for us to do so or we have identified a valid lawful basis as set out in the table below (please also see clause 7 below). We may process your personal data without your knowledge or consent where this is required or permitted by law.

6.4 We have set out below in a table format, a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate. Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact us if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below.

<b>Purpose/Activity</b>	<b>Type of data</b>	<b>Lawful basis for processing including basis of legitimate interest</b>
To provide our Services to you, including replying to any communications or contacting you in relation to Cranbrook Town Council's activities.	Identity Contact Transaction	Article 6 (e) of the UK GDPR: Public Task.

<p>To administer and protect Cranbrook Town Council and our website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data).</p>	<p>Identity Contact Technical</p>	<p>Article 6 (c) of the UK GDPR: Legal Obligation.  Article 6 (f) of the UK GDPR: Legitimate Interests <b>N.B. To rely on legitimate interests as a lawful basis for processing, the Council must complete a legitimate interests assessment (LIA). This is a legal balancing test which compares the legitimate interests of the data controller to those of the data subjects.</b></p>
<p>No purpose – special category personal data is non-compulsory to provide and may only be processed if you decide to provide it to us.</p>	<p>Special Category Personal Data (race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health, and genetic and biometric data).</p>	<p>Article 9 (e) of the UK GDPR: Made Public by the Data Subject.</p>

## 7. **LAWFUL BASIS FOR PROCESSING**

7.1 We only process your data (which may include providing it to a third party) where we have identified a valid lawful basis to do so. These are as follows:

7.1.1 **Contractual obligation** – means processing that is necessary to comply with our obligations arising out of a contract, for example, where you have bought services from us we will use the personal data you provide to fulfil our contractual obligations .

7.1.2 **Legitimate Interest** means in the interest of our business in conducting and managing our business to enable us to give you the best service/product and the best and most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process you personal data for our legitimate interests. Where we use legitimate interests we will record our decision on making this decision. We rely on legitimate interest where processing of the data we hold on you does not, in our opinion, affect your rights or freedoms and is proportionate to our interests e.g. keeping you up to date with our latest services or obtaining your feedback on our service.

7.1.3 **Consent** – We will seek to obtain your consent to process:

- (a) your data outside our contractual obligations (see above) unless we have identified a Legitimate Interest (see above); and
- (b) any special category data.

7.1.4 **Legal obligation** – We may process your data where we it is necessary for us to do so to comply with the law.

7.1.5 **Public task** – the processing is necessary to perform a task in the public interest or for official functions, and the task or function has a clear basis in law.

7.1.6 **Vital interest** – We may also process personal data in the unlikely event that it becomes necessary for the vital interests of protecting someone’s life.

**8. THIRD PARTIES AND SHARING INFORMATION**

8.1 We will keep your information within the organisation except where disclosure is required or permitted by law or when we use third party service providers (data processors) to supply and support our services to you. We have contracts in place with our data processors. This means that they cannot do anything with your personal data unless we have instructed them to do so. They will not share your personal data with any organisation apart from us. They will hold it securely and retain it for the period we instruct.

8.2 Please see below the list which sets out the categories of recipients of personal data.

<b><i>SERVICE PROVIDERS WHO MAY RECEIVE YOUR PERSONAL DATA</i></b>
<i>IT Support Services</i>
<i>Email Provider</i>
<i>Website Provider</i>
<i>Secure document disposal service</i>
<i>Solicitors</i>
<i>Software Providers</i>

**9. INTERNATIONAL TRANSFERS**

9.1 Your personal data is stored by us and our processors in the UK or the European Economic Area (EEA). We do not currently transfer your personal data outside of the UK or EEA.

**10. DATA SECURITY**

10.1 We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

10.2 We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

**11. DATA RETENTION**

- 11.1 We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.
- 11.2 To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.
- 11.3 In some circumstances you can ask us to delete your data (see below for further information).
- 11.4 We may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes, in which case we may use this information indefinitely without further notice to you. Please see clause 3.2.

## 12. YOUR RIGHTS

12.1 Under the data protection laws your rights are:

12.1.1 **To be informed** – We must make this privacy policy (sometimes referred to as a privacy notice) available to you and be transparent over how we process your data.

12.1.2 **Access** – You are entitled to know what details we hold about you and why. We strive to be as open as we can be in terms of giving people access to their personal data. You can find out if we hold any of their personal data by making a formal request under the data protection laws. Such requests should be made using the contact details provided in this policy. If we do not hold information about you we will confirm this in writing at the earliest opportunity. If we do hold your personal data we will respond in writing. Our response will:

- (a) confirm that your data is being processed;
- (b) verify the lawfulness and the purpose of the processing;
- (c) confirm the categories of personal data being processed;
- (d) confirm the type of recipient to whom the personal data have been or will be disclosed; and
- (e) let you have a copy of the data in format we deem suitable or as reasonably required by you.

12.1.3 **Rectification** – We are obliged to correct or update your details. We will correct or update your data without delay provided you make the request in writing to the contact details provided in this policy, clearly specifying which data is incorrect or out of date.

12.1.4 **Erasure** – This is also known as the right to be forgotten. Under Data Protection Laws you have the right to require us to erase your personal data under specific circumstances. A request for your personal data to be deleted will be decided on a case by case basis and should be submitted in writing to the contact details provided in this policy.

- 12.1.5 **Restrict processing** – You have the right to ‘block’ or suppress the processing by us of your personal data.
  - 12.1.6 **Portability** – You have the right to obtain the personal data that you have provided to us in a commonly used machine-readable format and reuse it with a different provider.
  - 12.1.7 **Object** – You have the right to object to us processing your data in certain circumstances. You have an absolute right to stop your data being used for direct marketing, but in other circumstances we may still be allowed (or required) to process your personal data if we can show you that we have a compelling reason for doing so.
  - 12.1.8 **Rights in relation to automated decision making and profiling** – We do not use automatic decision making or profiling.
  - 12.1.9 **Withdraw consent.** Where you have given us consent to process your personal data, you can withdraw that consent at any time either by contacting us using the details set out in this policy, or by following the opt-out links in electronic messages where relevant. We do not penalise individuals who wish to withdraw consent and we act on withdrawals of consent as soon as we can.
- 12.2 Please note that you may need to provide identification in order to prove who you are if you wish to invoke any of your rights as provided by the data protection laws and as summarised above.
- 12.3 If you agree, we will try to deal with your request informally, for example by providing you with the specific information you need over the telephone.