

## Privacy Notice – Communications, Engagement & Marketing

This notice sets out how Eastleigh Borough Council (EBC) uses and protects any information that you give for the purpose of engaging with Communications team, signing up to publications or participation in publicised events where it may be reported locally and other engagement with the Council which may be managed by the Communications team.

Eastleigh Borough Council (EBC) is committed to protecting and respecting the privacy of your personal data. As a registered Data Controller (Reg. no. Z7118863) we comply with the General Data Protection Regulations 2018 (GDPR). Our full privacy notice can be found at [www.eastleigh.gov.uk/privacy](http://www.eastleigh.gov.uk/privacy).

### Why do we need your personal information?

Category of personal data we may request includes:	Purpose of requesting information:
<ul style="list-style-type: none"> <li>• Name,</li> <li>• Address,</li> <li>• Contact details,</li> <li>• Digital images,</li> <li>• Signatures</li> </ul> <p>Personal data that could be requested for surveys which may include but is not limited to the following:</p> <ul style="list-style-type: none"> <li>• Name, Address and or postcode,</li> <li>• Religion, Ethnicity, Health, Disability, Sexual Orientation, Gender, Age</li> </ul> <p>The specific categories of personal data requested shall be determined by the subject and/or purpose of the survey.</p>	<ul style="list-style-type: none"> <li>• To keep you updated with Council news, events, and other relevant local information and support and promote campaigns, workshops and events.</li> <li>• The council also uses photography from events for future marketing and communication purposes, both on and offline, unless you ask us not to.</li> <li>• Send you communications which may include information on council news, events, and promotions.</li> <li>• Notify you of changes to our service and see your views or comments on the services provided.</li> <li>• Deal with entries into competitions</li> <li>• To manage surveys run by various Council teams to collect information and statistics relating to various subjects and issues that may affect or benefit the local community.               <ul style="list-style-type: none"> <li>• Manage databases for sponsorship, advertising and marketing purposes.</li> </ul> </li> </ul>

Who we may share your data with includes but is not limited to:	<ul style="list-style-type: none"> <li>• Communications &amp; Marketing Team,</li> <li>• Print Room</li> <li>• Finance</li> <li>• Survey Internal Clients</li> <li>• Individuals who are the subject of photographs, audio &amp; video</li> <li>• Parents giving consent</li> <li>• Other council departments to give feedback</li> <li>• Use of photographs, audio &amp; video on website, social media, and other digital communications. In presentations, evaluations and for exhibition material, publicity, fundraising and advertising both online and in print. (with consent of individual)</li> <li>• Other council departments to collate information obtained through surveys</li> <li>• Eastbrook Homes (for interested residential tenants)</li> <li>• Internal audit</li> </ul>
Lawful basis for using your personal data:	Article 6 (1) (a) – Consent Article 6 (1) (e) – Public Task
Lawful basis for using your special personal data	Article 9 (2) (g) – Substantial public Interest

## Who we might share your information with?

Your personal information will be treated as confidential, but it may be shared with other Council services to provide services, meet our legal obligations as a Local Authority, ensure our records are accurate and up-to-date and improve the standard of the services we deliver. It may also be shared with external organisations involved in delivering services on our behalf where the Council has a lawful basis to do so. We will only use your information in ways which are permitted by the General Data Protection Regulation and the UK Data Protection law.

- The Council has a duty to protect the public funds it administers and may use the information you have provided or share it with other bodies for the purpose of preventing and detecting fraud. This includes participation in the Cabinet Office [National Fraud Initiative](#).
- We will NOT use your personal data for marketing products or services.

While conducting our business, we may from time to time conduct voluntary surveys to collect information about how our services are performing, what improvements we could make and other information about the demographics and make-up of the borough. Only statistical information is ever shared, used, or analysed from these surveys.

## How long we keep your data

We retain your personal information for as long as necessary to fulfil the purposes we collected it for, including for the purpose of satisfying any legal, accounting or reporting requirements, or to fulfil statutory obligations. Full information regarding retention periods for the different types of data can be found on our website in our [retention and disposal](#) schedule.

## Data Protection Officer

If you wish to ask us anything about data protection, ask for a copy of your data or you have a complaint about how we have used or looked after your data, you can contact our Data Protection Officer at:

Data Protection Officer  
Eastleigh Borough Council  
Eastleigh House  
Upper Market Street  
Eastleigh SO50 9YN  
Email: [DP@eastleigh.gov.uk](mailto:DP@eastleigh.gov.uk)

For more information on Data Protection in general, or if you wish to make a complaint relating to how your personal data has been used, please contact:

The Office of the Information Commissioner  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AX

Website: [www.ico.org.uk](http://www.ico.org.uk)

Email: [casework@ico.org.uk](mailto:casework@ico.org.uk)