

## **Privacy Notice for Marketing, Events & Communications**

**May 2018  
V1.0**



# Marketing, Events & Communications Service

Our core data protection obligations and commitments are set out in the council's **primary** privacy notice at [www.bolton.gov.uk](http://www.bolton.gov.uk)

This notice provides additional privacy information for:

- People accessing the Marketing, Events & Communications Service

It describes how we collect, use and share personal information about you

- In relation to Marketing Services
- the types of personal information we need to process, including information the law describes as 'special' because of its sensitivity

It is important that you read this notice, together with any other privacy information we may provide on specific occasions when we are collecting or processing personal information about you, so that you are aware of how and why we are using such information.

The information collected and held will vary dependent on the service used.

## Purpose(s)

We collect your personal information for the following purpose(s):

- Distribution of any offline marketing and communications materials to organisations and businesses to promote Bolton Council and their partner's services.
- Collecting, storing and managing images and videos of people for use in marketing and communications materials.
- Managing, responding and recording enquiries from businesses, media and the public in general
- Procuring services at the best price using a database of registered and approved suppliers
- Sending details to you about exciting events and activities taking place (via Gov Delivery)
- In partnership with third party operators, promote and manage ticket sales for events and activities that the council undertakes and manage information to ensure the safe delivery of events and services.
- Conduct consultation using data to target research at specific customer groups and profile results by categories of users.
- Recruitment of staff and volunteers

## Categories of personal data

In order to carry out these purposes we collect and obtain:

- Basic details about you such as name, address, telephone number, email address and date of birth.
- Photographs and filmography
- For consultation purposes a range of additional personal information may be collected which is only held for analysis and profiling purposes inc;
- Gender
- Ethnicity
- Age

## Legal basis for processing

The legal basis for processing your personal information is:

- you, or your legal representative, have given consent
- you have entered into a contract with us
- in the public interest or in the exercise of official authority

If you fail to provide certain information when requested, we may not be able to perform the contract we have entered into with you or we may be prevented from complying with our legal obligations.

## Information sharing/recipients

We may share personal information about you with the following types of organisations:

- Teams within the council in order to provide our services e.g. business and public enquiries
- Other partner organisation only with prior consent from the person i.e. for use of videos and photographs

We will not normally share your information with organisations other than our partner organisations; however, there may be certain circumstances where we would share without consent such as where we are required to do so by law, to safeguard public safety, and in risk of harm or emergency situations. Only the minimum information for the purpose will be shared.

## Automated Decisions

For this service:

- All the decisions we make about you involve human intervention

## Data retention/criteria

We will only keep your personal information for as long as the law specifies or where the law does not specify this, for the length of time determined by our business requirements.

## Rights of individuals

You may exercise the rights listed below in relation to the council's use of your personal information.

To find out more about how these rights apply in particular circumstances, please refer to our [Guide to exercising your rights](#) or alternatively visit the Information Commissioner's web site at <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

If you wish to exercise your rights (as outlined above) or to raise a concern about the handling of your personal information by the council, please contact our Information Governance Team.

## Updates to Privacy Notice

We may update or revise this Privacy Notice at any time so please refer to the version published on our website for the most up to date details