

Privacy Notice for: Bolton Start Well Service

**June 2018
V1.0**



Start Well Services

Our core data protection obligations and commitments are set out in the council's **primary** privacy notice at www.bolton.gov.uk

This notice provides additional privacy information for:

- Members of the public and Bolton Start Well service users both who use the website (www.boltonstartwell.org.uk) to engage with and, or, access information.

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

- In relation to Start Well services and marketing activity
- 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 services used but will mainly be collated from email sign up and the purchase of Start Well Services.

Purpose(s)

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

- To understand our stakeholder groups, customers and users so we are able to better understand our service offer.
- To define and position our service offer with stakeholders, users and customers.
- To be able to provide specific information and advice on Bolton Start Well services as well as other early years services.
- To be able to keep people up to date with news, current affairs and legislation.
- So we are able to devise new and engaging educational courses for early year's practitioners.
- So we can track, monitor and amend our educational courses in line with the demand, needs and requirements of the market.
- So we are able to effectively manage course sign up's, registrations and disseminate relevant information before and after individual courses.
- To receive feedback about Children Centres located in Bolton.
- To plan, offer and position new services at the Children Centres.
- To understand, deal and respond to your challenges, queries and formal feedback from our services and courses.

Categories of personal data

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

- Full name;
- Address;
- Postcode;
- Company;
- Job title;
- Contact details (telephone and email) ;
- Attendance behaviour and frequency of courses attended ;
- Your credit/debit card details if you have paid for a service by card ;

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 (e.g. attending a course, workshop or training day)
- performing or exercising obligations under law e.g. The Care Act 2014
- 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

As well as information collected directly from you, we also obtain or receive information from:

- Google Analytics
- Social media platforms including Facebook and Twitter
- Hootsuite

- Third party websites which might provide some level of user data insight (Hoop.co.uk)

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