

Privacy Notice (How we use your information)

IT Service /Digital Innovation Team

Prototype product testing and research consultation activities

As we provide services to you in an increasingly digital age, we need to make sure that the ways we do this serve our customers and are not only secure but user friendly for all. Therefore, whenever we develop a new online platform, we test it with volunteers as part of the development phase. We also carry out ongoing research on these products to improve the services we provide.

We would usually carry out research and testing in person but due to Covid 19, we have had to find new methods.

For some technical testing, we are using a service called Validately to capture user feedback. Their system allows video recording of volunteers' responses to the tests. Kirklees controls the recordings and they are only held for as long as required to ensure improvements to the services can be made, before being deleted. Users of Validately are consenting to their data and recordings being cloud stored in the US. The provider is registered under [Privacy Shield](#).

We are committed to respecting your privacy and protecting any personal information you provide as part of participating in research and consultation activities. This privacy policy describes the type of information we may collect and why, and the lawful basis for this.

The categories of information that we collect, process, hold and share include:

- Personal information (such as name, date of birth and address, telephone number, email address)
- Characteristics (such as gender, ethnicity and disability)
- Current experiences and views of accessing services in a non digital way.
- IP address of computer

This information is sometimes asked as part of 'About you' questions within questionnaires, interviews or other research methods.

Why we collect and hold this information

We use this personal data in order to:

- Contact you by post, email or telephone.
- We collect this information in order to help with understanding the needs, service use, perceptions, satisfaction, behaviour and lifestyle of different members of the community. This data collection can also provide information that helps the council to meet its legal duties under equalities legislation and improve its services.

The lawful basis on which we use this information

We collect and process information about you under Article 6(1)(a) where you have given clear consent for us to process your personal data for a specific purpose testing the prototypes.

Article 9(2)(a) of the GDPR. The lawful basis for this is gaining clear consent from you to process your personal data for a specific purpose

As part of gaining your consent to use the information you provide within a research or consultation activity (e.g. an online survey) we will provide:

- The name of our organisation and the name of any third parties if we are going to share it
- Why we are asking for the data and what we will do with it
- Individuals can withdraw consent at any time

Storing this information

We will hold the information about you safely and securely, and for no longer than reasonably necessary in order to carry out analysis and reporting based on the data and improve the service.

For Validately, their web servers will log your IP address and additional non-personal information (e.g., browser information, operating system, request date/time, user agent string, referral and exiting URL) in order to maintain an audit log of activities performed on the Site or Platform. They use this information pursuant to their legitimate interests in tracking Site and Platform usage, combating Distributed denial-of-service (DDoS) or other attacks, and removing or defending against malicious visitors on the Site and Platform.

This data is held in logs on the web server which are automatically deleted after 30 days.

Who we share this information with

The research and consultation carried out by Kirklees Council is processed by Kirklees Council. Kirklees Council will not share data given for this specific research purpose unless we have your consent, or unless the law or our policies require us to do so.

Further information

If you would like further information about how we manage your data, please see the privacy notice for Kirklees Council at www.kirklees.gov.uk/privacy

If you would like further information about this privacy notice, please contact: Hayley Mozley IT Senior Officer digital.innovation@kirklees.gov.uk



If you have any worries or questions about how your personal data is handled, please contact the Data Protection Officer at DPO@kirklees.gov.uk or by ringing 01484 221000

For information on [Validately](#) GDPR Privacy Notice.