

Privacy Notice (How we use your information)

Corporate research and consultation

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 email address, phone number, postcode and address)
- Characteristics (such as gender, ethnicity, religion, sexual orientation and disability status)

These are all examples of the types of information we may collect. However, exactly what we ask for will depend on the nature of the specific survey, and further details will always be given to you at the time that you fill in the survey.

Why we collect and hold this information

We use this personal data in order to:

- Help us understand the needs, service use, perceptions, satisfaction, behaviour and lifestyle of different members of the community.
- Help us provide adequate support and services to members of the community.
- Enable us to carry out specific functions for which we are responsible.
- Assess the quality of our services.
- Evaluate and improve our performance.
- Derive statistics which inform decisions about future delivery of services.

The lawful basis on which we use this information

Under Article 6 of the UK General Data Protection Regulation (UK GDPR), the lawful basis we rely on for processing this information is:

6(1)(a) **Your consent**. We ask for 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.
- How long the information will be kept.

You are able to remove your consent at any time. You can do this by emailing consultation@kirklees.gov.uk

In order to do this work, we also need to collect some special category data. This is personal data that needs more protection because it is sensitive. Under Article 9 of the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing special category information are:

9(2)(a) Your explicit consent.

In some surveys, we may ask for information related to your ethnicity, religion, sexual orientation and disability status. The reason for asking will be explained to you in the specific survey, and you will be able to choose whether or not to give the information.

Kirklees Council is committed to creating a fairer society, where everyone can participate and have the same opportunity to fulfil their potential. Your responses will not enable us to identify you as an individual, but if you choose to respond it will make sure we have sought feedback from all communities across the whole of Kirklees.

You are able to remove your consent at any time. You can do this by contacting consultation@kirklees.gov.uk

How we store your personal 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 of the data (including longitudinal comparisons).

Your information is safely stored on Kirklees Council's secure network drives and will be manually deleted from these systems when it is no longer required, in line with the retention period specified in the survey itself.

Who we may share your information with

The majority of research and consultation carried out by Kirklees Council is processed by Kirklees Council and so it is not frequently shared. On occasion we work with other organisations to analyse research and consultation data (such as Market Research companies or academic organisations). When this is the case we will make it clear to you at the point of gaining consent.

We do not share personal information about you with anyone else without consent unless the law and our policies allow us to do so.

Your data protection rights

Under data protection law, you have a number of rights, including the right to have your records rectified and the right to ask for access to all the information the Council holds about you. These rights are listed in more detail on [Kirklees Council's data protection rights page](#).

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at Data.protection@kirklees.gov.uk if you wish to make a request.

Further information

If you would like further information about how we manage your data, please see the [Kirklees Council privacy notice](#).

If you would like further information about this privacy notice, please email: consultation@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.

You can also complain to the ICO if you are unhappy with how we have used your data. You can contact the ICO via the ['Contact us' page on their website](#), or by ringing 0303 123 1113.