

Privacy Notice (How we use your information)

Planning Policy – Strategic Housing Market Assessment

This privacy notice is designed to help you understand how and why the Planning Policy team at Kirklees Council process your personal data relating to the Strategic Housing Market Assessment (SHMA).

The council have commissioned consultants Arc4 to produce an updated Strategic Housing Market Assessment (SHMA) identifying current and future housing needs that is compliant with the government's National Planning Policy Framework (NPPF), and National Planning Practice Guidance (NPPG).

Kirklees Council is the Controller of the data and Arc4 are the Processor.

We use information in the course of our work as a local planning authority. This work includes:

- Householder Survey
- Stakeholder Survey

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

Householder survey

The household survey is anonymous, and no person identifiable information is collected or stored.

Stakeholder Survey (council staff and professionals associated with housing)

Personal Information collected: Stakeholder Name, Organisation and Business Address

Why we collect and hold this information

We use this data to enable us to carry out specific functions for which we are responsible. The Strategic Housing Market Assessment (SHMA) identifies current and future housing needs, compliant with the government's National Planning Policy Framework (NPPF), and National Planning Practice Guidance (NPPG).

The SHMA provides a comprehensive review of the entire housing market in Kirklees and will form a fundamental evidence base to inform the preparation of the updated Kirklees Local Plan, and the Council's future housing and planning policies. It will help identify future housing needs, such as affordable housing, dwelling types, and sizes, including those for specific population groups, such as the elderly.

The lawful basis on which we use this information

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

- **6(1)(e) We need it to perform a public task.**

These legal bases are underpinned by acts of legislation that dictate what actions can and should be taken by local authorities. This includes, but may not be limited to, the Planning and Compulsory Purchase Act 2004 (as amended) which sets out a statutory requirement for local authorities to prepare a development plan. The National Planning Policy Framework also states that strategic housing policies in a development plan should be informed by a local housing needs assessment, and housing needed for different groups in the community.

How we store your personal information

Your information is safely stored in a secure third-party system. Arc 4 use Google, WorldApp Inc (Keysurveys) and Washington Direct Mail as part of this work. Data is stored in the United States, with appropriate safeguards in place.

We keep your information for specific time periods after which we will then dispose your information by deleting electronic records from the network drives or anonymising the information to remove personal information.

Following adoption of the Local Plan we will hold your information until the end of the 6-week legal challenge period. We expect the Local Plan to be adopted in 2028-2030.

Who we may share your information with

We may sometimes share the information we have collected about you where it is necessary, lawful and fair to do so. In each case we will only share the minimum amount of information, only when required, for the following reasons:

- To develop national policies.
- To manage local authority performance.
- To administer and allocate funding.
- To identify and encourage good practice.

We may share this information with:

- Other services within Kirklees Council.
- National government departments e.g. Planning Inspectorate.

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 contact:
local.development@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.