

Exeter City Council Communications Office

Privacy Notice

What this Privacy Notice Covers

Exeter City Council is the data controller (referred to in this notice as 'we' or 'us') of your personal data for the purposes of applicable data protection legislation in relation to the administration and management of the following:

- Communications services for Exeter City Council

In relation to your personal data, we are committed to collecting, using, and protecting it appropriately. Our Data Protection Guidance can be found on our [website](#).

This privacy notice explains:

- How and why we collect and use your personal data
- The type of personal data that we collect
- When and why we may share personal data with other organisations
- The rights and choices you have in relation to the personal data that we hold about you
- How long the information is kept for
- Our legal basis for processing your data

What We Collect, Why, and How It Is Used

We may collect the following personal information:

- Name, address, occupation, email addresses, and phone numbers to enable communication with individuals and organisations
- Social and personal information, including special category (sensitive) data where required
- Visual images, recordings, or filming

We collect your personal information for the following purposes:

- managing, responding, and recording enquiries from businesses, media, and the public in general
- in partnership with third party operators, we manage information to ensure the safe delivery of events and services
- conducting surveys and consultations
- communicating with you on social media in line with the terms and conditions of those social media sites
- communicating with you about matters of public interest such as emergency situations affecting the city of Exeter
- communicating with council staff about matters of interest such as emergency situations
- arranging and organising events

Who We May Share Your Information With

We may share personal data with other departments within Exeter City Council and external organisations on a case-by-case basis where lawful to do so, including:

- To agree communications materials for internal and external use
- To formulate media responses

Data may be passed to third parties, including:

- Media outlets with whom we may share data when responding to press inquiries
- Organisations that assist in the distribution of Council newsletters and communications
- Partner agencies working with Exeter City Council on joint projects

Where we have asked for your consent e.g., when you take part in surveys, consultation, events or we take photos, video, audio recordings etc, we will use your information in:

- printed publications,
- case studies,
- council social media sites, which may include boosted posts to targeted interest groups on Facebook. You can find out more about the use of social media by Exeter City Council, including an [official list of sites](#)
- press releases,
- our website exeter.gov.uk. Where relevant, our website content will be accessible internationally and may be used by national media
- news media

We will not provide personal data to anyone else or use the data about you for any other purpose unless the law allows or requires us to do so. Your personal data may be converted ('anonymised') into statistical or aggregated data in such a way that ensures you cannot be identified from it.

Aggregated data cannot, by definition, be linked back to you as an individual and may be used to conduct research and analysis, including the preparation of reports.

Our Legal Basis for Processing Your Personal Data

We process personal data under the following legal bases:

- **Article 6(1)(a) of the UK GDPR** – the individual has given clear consent for us to process their personal data
- **Article 6(1)(c) of the UK GDPR** – processing is necessary for compliance with a legal obligation to which the controller is subject
- **Article 6(1)(e) of the UK GDPR** – processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller
- **Article 9(2)(a) of the UK GDPR** – explicit consent for special category data processing
- **Article 9(2)(e) of the UK GDPR** – the data has been made public by the data subject

How Long the Information Is Kept For

We will only keep your information for as long as is necessary and then it will be securely and confidentially destroyed.

You can find more details about how long the council keeps records in the [Council retention policy](#).

Information you shared with us on social media is stored on those social media sites. You are advised to check the privacy notices or terms and conditions of your social media sites for more information.

Your Rights

You have certain rights under UK data protection law, including:

- The right to be informed
- The right of access to your personal data (also known as a Subject Access Request or SAR)
- The right to withdraw consent
- The right of rectification (to have any inaccuracies corrected)
- The right of erasure (to have your records deleted)
- The right to restrict processing
- The right to data portability
- The right to object
- Rights in relation to automated decision-making and profiling

Further information about your rights is available on the Information Commissioner's Office (ICO) website.

If you have a concern about the way we are collecting or using your personal data, we ask that you contact us in the first instance. Alternatively, you can contact the [Information Commissioner's Office](#).

Further information

If you have any questions about how we collect, store, or use personal data, please contact us:

Data Protection Officer

Exeter City Council

Civic Centre

Exeter

EX1 1JN

Email: data.protection@exeter.gov.uk

Telephone: 01392 265257