Privacy Notice for Business Intelligence Hub Consultations

We will keep this privacy notice under regular review; it was last updated in July 2020. When we use your personal data, City of York Council (CYC) complies with data protection legislation, and is the registered 'Controller'. Our data protection notification is registered with the Information Commissioner's Office (ICO) – reference Z5809563.

Why will information be collected?
The Business Intelligence Hub is commissioned to conduct surveys and collect data, at times including personal information, on behalf of various council services.

Many consultations and surveys are completely anonymous and do not ask for personal information. In some cases we will ask for personal data which will be used to help the council improve services. We will explain why we are collecting personal data and will only use it with your explicit and informed consent.

Participation is voluntary and you can choose not to answer some of the survey questions. You can withdraw your consent at any time, by contacting : business.intelligence@york.gov.uk or 01904 551550.

What information will be collected?
Each survey will have different requirements when collecting data and may include personal information, thoughts and opinions. In most cases you will be able to opt-out of sharing your personal data.

CYC are in receipt of aggregated and anonymised information from Movement Insights of O2/Telefonica data which is collected under the O2 privacy notice: https://www.o2.co.uk/termsandconditions/privacy-policy by a sensor situtated within York This information is held for pattern and trend analysis, in conjunction with the BID, and no information is personally identifiable".

What will we do with the information?
The information we collect will be included in presentations, reports and performance framework. Any data for publication or use outside of the authorised officers will be anonymised and will not identify any individuals.

We will not use the data for any other purpose than stated and will not disclose to a third party ie other companies or individuals, unless we are required to do so by law for the prevention of crime and detection of fraud, etc.

We complete around 50 surveys on behalf of council teams and departments every year. We do not compare or bring together any personalised information returned across these various surveys. Each survey is dealt with independent of other survey taking place.

Online data will be collected using SurveyMonkey. To find out how they use your information, please click here.

Where will the information be kept
We will keep the information you give us and your personal data in the council's secure network drive and make sure it can only be accessed by authorised staff.

Where you complete a paper copy of a survey we will transfer the information you have given onto the council's secure network drive and then securely destroy the paper copy once the transfer is complete.

How long will we keep the information?

We will keep the information you give us and your personal data for up to three years and then will securely destroy it. Where required or appropriate to, at the end of the retention period, we will pass onto the City Archives any relevant information

Further Processing

If we wish to use your personal data for a new purpose, not covered by this Privacy Notice, we will provide you with a new notice explaining the purpose prior to commencing the processing and the processing conditions. Where and whenever necessary, we will seek your consent prior to the new processing.

Your rights

To find out about your rights under data protection law, you can go to the Information Commissioners Office (ICO) https://ico.org.uk/for-the-public/
You can also find information about your rights at https://www.york.gov.uk/privacy
If you have any questions about this email, want to exercise your rights, or if you have a complaint about how your information has been used, please contact us at
foi@york.gov.uk
or on 01904 554145 or write to:
Data Protection Officer
City of York Council
West Offices
Station Rise
York
YO1 6GA