

Privacy Notice for Campaign Testing Survey

We will keep this privacy notice under regular review; it was last updated in January 2019. 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 and at times including personal information, on behalf of various council services. The anti-idling survey is being conducted on behalf the council's public protection team. The aim of the survey is to gain feedback on a campaign on the subject of turning off vehicle engines when waiting.

Many consultations and surveys are completely anonymous and we 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?

We are collecting feedback on the proposed anti-idling campaign so that we can use this to shape the campaign artwork.

The campaign aims to encourage drivers to turn off their vehicle engines when waiting and highlights the impact poor air quality has on public health.

What will we do with the information?

The information we collect will be used to help shape the final anti-idling campaign. This could also be used as part of our evaluation and included in presentations, reports. 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