

## **Privacy Notice: Evaluation of City of York Council's Micro Grants Scheme**

This privacy notice was completed in February 2021 and will be regularly reviewed. When we use your personal data, 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**.

CYC is working with Blueberry Marketing Solutions, and their ICO registration is **ZA009057**

### **Why is information being collected?**

The main purpose of the project is to evaluate the impact of the Council's Micro Grant on recipients, understand how businesses feel the scheme could be improved if repeated and identify what support requirements small and micro businesses have in dealing with the economic impact of Covid-19 and to aid recovery efforts.

### **What information will be collected?**

We will collect:

- your name, in order to confirm you are the owner of the business being discussed
- responses to business related questions
- your personal opinions, thoughts, ideas and feedback

In addition, we may ask your permission for your particular business circumstances to be used as a case study. This is voluntary, and you do not have to agree to this.

Participation overall is voluntary and you can choose to not answer any of the questions that you are asked.

### **What will we do with the information?**

The information you give us is with your consent, and your participation in this exercise is voluntary. You can withdraw your consent at any time by contacting Blueberry Marketing Solutions via email at [info@blueberrymarketing.co.uk](mailto:info@blueberrymarketing.co.uk) or by calling 0113 2005 200

The information collected will be included in presentations, statistics and reports, as well as being used to shape future policies and strategies, and City of York Council's approach to supporting businesses in the future.

Any presentations, reports and statistics for publication or use outside of the authorised staff, will be anonymised and cannot be linked back to you, your family or individuals. Reports containing anonymous information may also be shared with the general public and other organisations.

We will protect it and make sure nobody has access to it who should not, and we will not keep it for longer than is necessary.

Where you have given us your consent, we will contact you by phone for this survey. We will not use your personal information for any other purpose than set out in this privacy notice and will not disclose to a third party i.e. other companies or individuals, unless we are required to do so by law for the prevention of crime and detection of fraud, or, in some circumstances, when we feel that you or others are at risk.

You can find out more about how the City of York Council uses your information at <https://www.york.gov.uk/privacy>

### **Storage of information**

We will keep the information you give us securely and make sure it can only be accessed by authorised staff.

### **How long will we keep the information?**

We will keep the information you give us for up to four months and then will securely and confidentially destroy it.

Where required or appropriate, 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 information 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 privacy notice, 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](mailto: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.