

## **My City Centre Project Privacy Notice**

We keep the My City Centre Project Privacy Notice under review. It was last reviewed and updated in September 2021.

We are seeking the views of residents, businesses and stakeholders in order to create a long term vision for York City Centre and this privacy notice explains how we will use the information you give us.

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### **Personal data**

During the course of the engagement, we may ask you for

- Email contact information
- demographic information about you
- extended (open-ended) information that helps to provide context

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### **Using personal data**

We'll only use the information you give us for the City of York Council My City Centre project.

We will collate and summarise the written information that you provide, and share social media to people in the York area, though the messages may also be spread further afield through engagement, for example: shares, retweeting.

We'll use the information we collect as the basis of an open community brief which will be used to inform the production of a vision document. The details you provide are used for aggregated analysis – that is, responses are pooled with those of other participants and are reported anonymously.

The open brief and vision will be:

- Made publically available through the Council website.
- Be referenced and signposted through social media (Facebook, Twitter, Instagram, YouTube).
- Be referenced and signposted in media materials (press releases to provide information about the project which could then be used by the local/regional/national, radio and television interviews, shared with local partner organisations).

Any quantitative and qualitative personal data captured will be anonymised. Quantitative data is anonymised via aggregation and pseudonyms. Qualitative data is masked in audio formats and transcripts for which we use aggregation and pseudonyms to anonymise.

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## **Sharing personal data**

We'll never sell the information you give us as part of this campaign.

## **Sharing data under Data Protection legislation**

We may be required or permitted, under data protection legislation, to disclose your personal data without your explicit consent, for example if we have a legal obligation to do so, such as for:

- law enforcement
- fraud investigations
- regulation and licensing
- criminal prosecutions
- court proceedings

We will not pass your information to any other third parties for marketing, sales or any other commercial purposes without your prior explicit consent.

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## **Our legal basis for collecting and sharing personal data**

Your cooperation in the campaign is voluntary and we will ask for your explicit consent to take part. You can withdraw from participating at any time. This means our lawful basis for using your information in the ways set out in this privacy notice, is because we have your explicit consent to do so.

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## **Retaining personal data**

We'll keep the information you give us in the council's secure network and make sure nobody has access to it who shouldn't.

We'll only keep your information for as long as is required for this project, this will be 6 months following the adoption of the vision (which is

currently programmed for November 2021) and then we will delete or destroy it securely.

At the end of the retention period, we may pass any relevant information to the [City Archives](#) where it is required or appropriate to do so.

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## Transferring personal data abroad

No information for this campaign will be stored outside of the UK.

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## Further processing of personal data

If we wish to use your personal data for a new purpose, not covered by this Privacy Notice, then we'll provide you with a new notice.

The new notice will:

- explain this new use before we start the processing
- set out the relevant purposes and processing conditions

Where and whenever necessary, we'll seek your consent to the new processing, if we start to use your personal data for a purpose not mentioned in this Privacy Notice.

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## 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](tel:01904554145) or write to the

Data Protection Officer  
City of York Council  
West Offices  
Station Rise  
York

YO1 6GA.

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**Also see**

- [Privacy and transparency](#)
- [Website terms and disclaimer](#)
- [Accessibility statement](#)
- [Cookies policy](#)
- [Copyright statement](#)