

## Trading Standards and Communities Privacy Notice

### Introduction

This privacy notice explains how the Council uses your data to provide an effective Trading Standards and Communities Service.

### Who will be using your data?

Nottinghamshire County Council will be the data controller for the data you provide to us.

We may also contract third party organisations to process your data on our behalf.

### What personal data do we use?

- Name and Contact Details
- Age
- Date of Birth
- Images
- Address
- Other ID numbers
- Employment and education information
- Family details
- Housing needs
- Business Activities
- Licences and permits held
- Parent/carer details
- Personal appearance and behaviour
- Lifestyle and social circumstances

### What types of special category personal data do we need from you?

- Racial or ethnic origin
- Advocacy details
- Social care support outcomes
- Physical and mental health details
- Data concerning sex life or sexual orientation
- Religious, philosophical or other beliefs of a similar nature

We also process data about criminal convictions, criminal offences or related security measures.

### Why do we use your data?

- The delivery of public and commercial services, which includes:
  - understanding your needs;

- providing the services that you request; and
  - understanding what we can do to support you better.
- To confirm your identity in order to provide certain services.
- To contact you by post, email, telephone or using social media (e.g., Facebook, Twitter, etc.).
- To help us to build up a picture of how we are performing.
- The investigation of any alleged criminal offences that are contrary to the legislative areas that we enforce.
- To enable us to meet all our legal and statutory obligations and powers, including any delegated functions.
- To carry out comprehensive safeguarding procedures (including due diligence and complaints handling) in accordance with best safeguarding practice with the aim of ensuring that all children and adults-at-risk are provided with safe environments.
- To seek your views, opinions or comments.
- To administer our “Check a Trade” trader approval scheme.
- To administer our Local Improvement Scheme.
- To send you communications which you have requested and that may be of interest to you. These may include information about campaigns, appeals, other new projects or initiatives.
- To allow the statistical analysis of data so we can plan the provision of services.
- To prevent and detect crime, including scams and fraud targeting vulnerable adults.

### **What legal reasons allow us to use your data in this way?**

Our legal basis for processing your personal data are:

- Legal obligation: the processing is necessary for us to comply with the law.
- Public task: the processing is necessary for us to perform a task in the public interest or for our official functions, and the task or function has a clear basis in law.
- Consent: For the provision of certain services we will request your consent to process personal data.
- Contract: Our Commercial Services team use contracts as the basis for processing your information.

Our legal basis for processing your special category personal data are:

- Substantial public interest: Processing is necessary for reasons of substantial public interest, in accordance with the law
- Vital interests: Our safeguarding procedures process special category information in order to protect the vital interests of children and adults-at-risk

Our legal basis for processing data about criminal convictions, criminal offences or related security measures are:

- Public task: the processing is necessary for us to perform a task in the public interest or for our official functions, and the task or function has a clear basis in law.

### **Who may we share your data with or receive it from?**

- Nottinghamshire County Council employees in other teams / departments, including social care data for our work in fraud and crime prevention
- District Councils within Nottinghamshire
- Trading Standards Departments within the United Kingdom
- 3rd Party External Resources for Identity Verification purposes
- NHS agencies (GPs, Hospitals)
- Health organisations
- Welfare organisations
- Voluntary and charitable organisations
- Schools & Academies
- Education providers
- Government organisations / agencies
- Police Services
- Prisons and probation services
- Courts
- Housing associations
- Fire & Rescue services
- Credit reference agencies
- Financial organisations
- Regulators
- Pension regulators and authorities
- The Electoral register
- Research bodies / publications
- Press and media
- Religious organisations
- Companies House
- Relevant third sector organisations

### **May personal data be transferred overseas?**

The Council may for operational purposes transfer personal data overseas. In these cases, we will ensure that your personal data is protected and there are safeguards for the protection of your rights. Please refer to the [County Council's privacy statement](#) for further details.

### **How long is your data kept for?**

This information is held in accordance with the Council's retention schedule – see [here](#).

### **What will happen if you do not provide or we cannot obtain the data needed?**

- We could not comply with our legal obligation to provide these services

- We would not be able to fulfil contracts for commercial services
- Impact on our ability to prevent crime and disorder

### **Does the service make decisions using fully automated processes?**

Information may be used in intelligence analysing and problem profiling in order to better target our resources for inspection regimes and tackling criminal activity.

### **What rights do you have over this use of your data?**

- To be informed about how we use your data
- To access a copy of your data that we process
- To have us rectify or correct your data that we process
- To restrict our processing of your personal data
- To object to the use of your data
- To have your personal data erased
- To request that we transfer your information to you or another organisation
- To object to fully automated decision making
- To withdraw your consent (if it the legal reason why we use your data).

Some of these rights are subject to exceptions. Please refer to the [County Council's privacy statement](#) part 10 for further details.

### **Contact the Data Protection Officer:**

If you have any concerns about how the Council is using your data, you can contact the Council's Data Protection Officer by writing to:

[DPO@nottsc.gov.uk](mailto:DPO@nottsc.gov.uk)

Or

Data Protection Officer  
Nottinghamshire County Council  
County Hall  
West Bridgford  
Nottingham  
NG2 7QP

Please see the County Council's privacy statement for further information:

<http://www.nottinghamshire.gov.uk/global-content/privacy>

### **Contact details of the Information Commissioner's Office:**

If you are unhappy with how your data has been processed by the Council or you feel your data protection rights have been breached, you have the right to complain to the Information Commissioner's Office at:

[www.ico.org.uk](http://www.ico.org.uk)

Or

Wycliffe House  
Water Lane  
Wilmslow  
SK9 5AF

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