

The following information applies to Communications including Tamworth Borough Council Social Media, Tamworth Borough Council Websites, Press and PR, Photography and Corporate Consultation and Engagement.

Data Controller:

Tamworth Borough Council
Marmion House
Lichfield Street
Tamworth
Staffordshire
B79 7BZ

Data Protection Officer:

Nicki Burton
Tamworth Borough Council
Marmion House
Lichfield Street
Tamworth
Staffordshire
B79 7BZ

Email: data-protection@tamworth.gov.uk

Retention:

Records are kept in accordance with the Council's disposal schedule and we will not keep your information for longer than necessary. Our Retention Schedule can be found at:

<https://www.tamworth.gov.uk/sites/default/files/privacy/Retention-Schedule.pdf>

Rights: You have certain rights under UK Data Protection law including:

- The right to be informed
- The right of access to your personal data
- The right of rectification (to have any inaccuracies corrected)
- The right of erasure (to have your records deleted)
- The right to restrict processing
- The right to data portability
- The right to object
- Rights in relation to automated decision making and profiling

All rights may not be available to you in all circumstances. Further information about your rights is available on our website at: <http://www.tamworth.gov.uk/privacy-notice> or the ICO Website at: <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

Information Collected

Name
Address
Age
Gender
Contact Information
Images

“Special” category Information Collected

Sexual Orientation
Race
Religion
Disability

Purpose Collected

Websites

Using Google Analytics we collect Internet log information and details of visitor behaviour patterns. We do this to find out how many visitor we have had to the Council’s websites. This information does not identify anyone. This analytical tool uses 'cookies', which are text files placed on your computer. You can opt out of being tracked by Google Analytics across all websites by downloading the Google Analytics Opt-out Browser Add-on.

Social Media

Tamworth Borough Council uses social media to gain feedback from residents, tell you about changes in our services or promote new services, events, offers and opportunities. We will also use social media to respond to any comments you have made and send your feedback to the departments it relates to. Our social media sites are open so any comments you have made will be accessible by the general public.

Press and Photography

With your consent, we will use your information to publicise Tamworth Borough Council’s events, activities and services through our website, social media and press releases. We may also use it for Tamworth Borough Council publications. We will get consent from you for photography where you are the main photo subject. There may be instances where

photographs are used without consent because you are not the intended subject of the photograph.

Corporate Engagement

With your consent, we will use your information to undertake customer research to help us understand how we can improve our services or to tell you about consultation and engagement events.

Legal Purpose

We will only use your personal information when the law allows us to. Most commonly we will use your personal information under **Consent**. You can remove your consent at any time by contacting Tamworth Borough Council or removing yourself from our social media sites or Google Analytics.

Third Parties we might share information with

The Communications and Press and PR Department shares information publically. If we are sharing your personal information we will limit this to what is necessary.

More information

Tamworth Borough Council's Privacy Notice can be found at:
<http://www.tamworth.gov.uk/privacy-notice> or a hard copy provided upon request.

If you have a concern about the way that we are collecting or using your personal data, we ask that you contact us in the first instance. Alternatively, you can [contact the Information Commissioner's Office](#).

This Privacy Notice may change from time to time and will be subject to annual review. The last known update/review date can be located at the top of the page.

By regularly reviewing this page you will ensure that you are always aware of what information we collect, how we use it and under what circumstances, if any, we share it with others.