

# Privacy Notice

## Didcot Garden Town Project

At South Oxfordshire and Vale of White Horse district councils, we understand the importance of ensuring that sensitive personal data is always treated lawfully and appropriately and that the rights of individuals are upheld. You have a right to be informed about how and why your personal information is being processed. This document fulfils that obligation and provides information on how we collect, use and share the data collected when you sign up to our Didcot Garden Town Project consultation database.

The councils are Data Controller and our data privacy pages, [www.southoxon.gov.uk/south-oxfordshire-districtcouncil/about-the-council/privacy/privacy-policy/](http://www.southoxon.gov.uk/south-oxfordshire-districtcouncil/about-the-council/privacy/privacy-policy/) and [www.whitehorsedc.gov.uk/valeof-white-horse-district-council/about-the-council/privacy/privacy-policy/](http://www.whitehorsedc.gov.uk/valeof-white-horse-district-council/about-the-council/privacy/privacy-policy/) set out our obligations under the Data Protection Act 2018 and the UK General Data Protection Regulation(UK GDPR).

## Purpose of our Processing

We use our database of those who register their interest in relation to Didcot Garden Town to keep you up to date with projects, events and key milestones. We will also send a postal update if you have registered for postal contact because you do not have an email address.

## How we collect your data

We collect your information when you contact us to register your interest which may be by:

- Completing our sign-up form electronically or in paper form
- Directly contacting us by email, telephone or letter

## Lawful basis for processing personal data

We only process your personal data where we have a lawful reason to do so as set out in Article 6 of UKGDPR and we are relying on your consent under Article 6(a).

## Types of personal data being processed

- email address
- name
- postal address
- topics of personal interest

## Special categories of personal data being processed (sensitive data)

We do not collect any of the sensitive types of personal data.

## Who your data may be shared with

When we initially collect your data, we use software provided by Smart Survey. All data collected is then removed from Smart Survey and added into Email Blaster which is software we use for newsletter subscriptions. Both Smart Survey and Email Blaster are

data processors on behalf of the Vale of White Horse and South Oxfordshire District Councils. Both Smart Survey and Email Blaster are UK based cloud software providers and all data is processed in the UK.

We may also share your personal information when there is a legal duty to do so, or we feel there's a good reason that's more important than protecting your privacy. This doesn't happen often, but we may share your information:

- in order to find and stop crime and fraud
- if there are serious risks to the public, our staff or to other professionals
- to safeguard the protection of a child or vulnerable adult

## Sharing data outside United Kingdom

The council does not share the data collected outside of the UK.

## Automated decision making

Neither the councils nor our contracted service providers utilise any automated individual decision-making.

## Data retention

We will keep these records for the duration of the Didcot Garden Town project until 2031, to which they will be destroyed afterwards. We will process orderly biannual checks to ensure you are still happy for us to retain your details for the identified purpose.

## Your rights

You have the following rights over your personal data to:

- withdraw consent
- ask for the information that we hold on you
- ask us to change information we hold about you if it is wrong
- ask that we suspend processing your data for a short while if appropriate and the right to request that your data is deleted unless we must keep it for legal reasons.

If you wish to exercise these rights or raise concerns regarding this policy, please email the relevant council on [foi@southoxon.gov.uk](mailto:foi@southoxon.gov.uk) or [foi@whitehorsedc.gov.uk](mailto:foi@whitehorsedc.gov.uk).

If you believe we have not handled your personal data as we have described here, please email [data.protection@southandvale.gov.uk](mailto:data.protection@southandvale.gov.uk) and your concerns will be fully investigated. If, after we have investigated your concerns, you are not satisfied with our conclusion, you have the right to refer the matter to the Information Commissioner's Office (ICO).

You can reach them through their website: [ICO Complaints](https://ico.org.uk/complaints). Or call them on 0303 123 1113. Their address is: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

We reserve the right to update or revise this privacy notice at any time.

Date last revised: 20 July 2023.