

# Privacy notice – Advertising

## Who we are?

Council House Promotions is the name of Derby City Council's in house advertising department. Our address is The Council House, Corporation Street, Derby, DE1 2FS. You can contact our Data Protection Officer on 01332 640763 or by email at [Data.protection@derby.gcsx.gov.uk](mailto:Data.protection@derby.gcsx.gov.uk)

## How do we collect information from you?

We collect information from you when you visit [www.derby.gov.uk/advertise](http://www.derby.gov.uk/advertise) also when you contact us via our online form, in writing, speak to us on the phone, by email or any other type of electronic communication, or talk to us face to face.

## What types of information do we collect from you?

We collect different categories of information about you as we need to process information relating to your advertising contract. This could be personal information for example your name and address, company number, registered charity number or other more sensitive data that we would only collect and use in very particular circumstances that are set out in law.

## Details of information obtained from third parties?

We may obtain information from third parties which may be used to contact you regarding advertising opportunities.

## How is your information used?

We may use your information to:

- Invoice or raise credit notes relating to advertising contracts.
- to carry out our obligations arising from any contracts entered into by you and us;
- notify you of changes to our services or additional assets available,
- send you information which you have requested and that may be of interest
- In accordance with legitimate business interests we will contact you regarding new advertising offers in Derby and or any new advertising assets we acquire. You can opt out at any time by emailing [advertising@derby.gov.uk](mailto:advertising@derby.gov.uk)

## Research & Statistics

Anonymised & pseudonymised data may be used for research & statistical purposes. Any data collected may be used for research and statistical purposes that are relevant and compatible with the purpose that the data was collected for.

## Who has access to your information?

We may share your information with the following third parties for the reasons detailed;



- Internally with other departments – we may share your information with Highways, Legal, Data Protection, Procurement, Finance, and Development Control (Planning).
- Statutory agencies, such as the Police, National Fraud Authority – We may share your information with statutory agencies in line with our legal obligations and/or in completion of our public tasks.
- [Mailchimp](#) – we use Mailchimp to send our newsletters and eshots. The email address you provided when you signed up to receive these emails is held on servers within Europe. Your email address will only be used to send you communications relating to advertising in Derby. You can view Mailchimp's [privacy policy](#) on their website.

We will not sell or rent your information to third parties. We will not share your information with third parties for marketing purposes.

### **What are your rights in relation the personal data we process?**

**Access** – you can request copies of any of your personal information that is held by the Council.

**Rectification** – you can ask us to correct any incorrect information.

**Deletion** – you can ask us to delete your personal information. The Council can refuse to delete information if we have a lawful reason to keep this.

**Portability** – you can ask us to transfer your personal data to different services or to you.

**Right to object or restrict processing** – you have the right to object to how your data is being used and how it is going to be used in the future.

**Right to prevent automatic decisions** – you have the right to challenge a decision that affects you that has been made automatically without human intervention, for example an online form with an instant decision.

### **How long will we keep your information for?**

We keep and dispose of all records in line with our record retention schedule; information about this is at <https://www.derby.gov.uk/retention-schedule/>. We will comply with the Data Protection 2018.

### **What security precautions in place to protect the loss, misuse or alteration of your information?**

We are strongly committed to data security and will take reasonable and appropriate steps to protect your personal information from unauthorised access, loss, misuse, alteration or corruption. We have put in place physical, electronic, and managerial procedures to safeguard the information you provide to us. However, we cannot guarantee the security of any information you transmit to us. We recommend that you take every precaution to protect your personal information.

### **Keeping your data up to date**

We want to ensure any information we hold is accurate. You can help us by promptly informing us of any changes to the information we hold about you.

### **Cookies**

#### **What are Cookies and why are they used?**



Cookies are small text files which identify your computer to our servers. They are used to improve the user experience. [View what cookies we use and how you can manage them.](#)

## Complaints

If you would like to make a complaint regarding the use of your personal data you can contact our Data Protection Officer;

**By Post:** Information Governance

The Council House,  
Corporation Street,  
Derby, DE1 2FS

**By phone:** 01332 640763

**By email:** [Data.protection@derby.gcsx.gov.uk](mailto:Data.protection@derby.gcsx.gov.uk)

For independent advice about data protection, privacy and data sharing issues, you can contact the Information Commissioner's Office (ICO) at:

Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF  
Tel: 0303 123 1113 (local rate) or 01625 545 745 if you prefer to use a national rate number  
Alternatively, visit [ico.org.uk](http://ico.org.uk) or email [casework@ico.org.uk](mailto:casework@ico.org.uk).

