

Privacy notice – Markets Service

Who we are?

The Markets Service is part of Derby City Council which is the local government unitary authority for Derby City. 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.gov.uk

How do we collect information from you?

We collect information from you when you visit www.derby.gov.uk; also when you contact us 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, depending on the service you want from us and/or the reason why we need to process information relating to you. This could be personal information (for example your name and address), 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 receive information related to credit checks completed with credit reference agencies for new trader applications.

How is your information used?

We may use your information to:

- process applications
- investigate complaints
- check compliance with any licence or permit
- take legal action
- prevent crime
- issue invoices and process payments
- carry out our statutory obligations
- notify you of changes to our services
- send you communications which you have requested
- and fulfil our legal obligations under:
 - Food Act 1984 Part III
 - Landlord and Tenant Act 1954
 - Local Government (Miscellaneous Provisions) Act 1982.



Research and statistics

Anonymised and 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 do not share your information with anyone else, unless we are required to do by law, or it is necessary to provide our services to you. We may share your information with the following:

Internal:

- Other Council Departments – to meet our and their statutory obligations, such as to prevent crime / fraud

External:

- Statutory agencies, such as HM Revenues & Customs, the Audit Commission, the Police, Fire & Rescue Service, to meet our and their statutory obligations, such as to prevent crime or misuse of public funds.

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.

What security precautions are 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.

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 Act 2018

Cookies & IP addresses

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 at <https://www.derby.gov.uk/site-info/about-cookies/>.

Under 13

If you are accessing online services and are under the age of 13, please get your parent/guardian's permission beforehand, whenever you provide us with personal information.

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.gov.uk

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

By Post: Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

By phone: 0303 123 1113 (local rate) or 01625 545 745 if you prefer to use a national rate number



Alternatively, visit ico.org.uk or email casework@ico.org.uk.

