

## **Privacy Notice for Business Newsletter Survey**

### **Why is information being collected?**

We want to hear about the experiences of business individuals and organisations that have signed up to City of York Council's business email updates in order to understand what would be most useful for us to include in upcoming email updates.

### **What information will be collected?**

We are collecting

- Opinions and extended (open-ended) responses about the content and format of the business email updates

Participation is voluntary and you can choose to not answer any of the questions.

### **What will we do with the information?**

We are using the information you give us with your consent. You can withdraw your consent at any time by contacting [business.intelligence@york.gov.uk](mailto:business.intelligence@york.gov.uk).

The information we collect will be included in presentations, statistics and reports. Any presentations, reports and statistics for publication or use outside of the authorised council staff, will be anonymised and cannot be linked back to you, your family or individuals.

Reports containing anonymous information may also be shared with the general public and other organisations.

We will protect it and make sure nobody has access to it who shouldn't and we will not keep it for longer than is necessary.

Where we use Survey Monkey to process responses, you can find out how they use your information, at

[http://www.surveymonkey.com/mp/legal/privacy-policy/?ut\\_source=footer](http://www.surveymonkey.com/mp/legal/privacy-policy/?ut_source=footer)

We will not use the information for any other purpose than set out in this privacy notice and will not disclose to a third party i.e. other companies or individuals, unless we are required to do so by law for the prevention

of crime and detection of fraud, or, in some circumstances, when we feel that you or others are at risk.

You can find out more about how the City of York Council uses your information at <https://www.york.gov.uk/privacy>

### **Storage of information**

We will keep the information you give us in CYC's secure network drive and make sure it can only be accessed by authorised staff.

### **How long will we keep the information?**

We will keep the information you give us for up to three years and then will securely and confidentially destroy it.

Where required or appropriate, at the end of the retention period we will pass onto the City Archives any relevant information.

### **Further processing**

If we wish to use your personal information for a new purpose, not covered by this Privacy Notice, we will provide you with a new notice explaining the purpose prior to commencing the processing and the processing conditions. Where and whenever necessary, we will seek your consent prior to the new processing.

### **Your rights**

To find out about your rights under data protection law, you can go to the Information Commissioners Office (ICO): <https://ico.org.uk/for-the-public/>

You can also find information about your rights at <https://www.york.gov.uk/privacy>

If you have any questions about this privacy notice, want to exercise your rights, or if you have a complaint about how your information has been used, please contact us at [information.governance@york.gov.uk](mailto:information.governance@york.gov.uk) or on 01904 554145 or write to: Data Protection Officer, City of York Council, West Offices, Station Rise, York YO1 6GA.