

## **Privacy Notice for Air Pollution Awareness Survey**

This privacy notice was completed in July 2023 and will be regularly reviewed. When we use your personal data, CYC complies with data protection legislation and is the registered 'Controller'. Our data protection notification is registered with the Information Commissioner's Office (ICO) – reference **Z5809563**.

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

CYC is working alongside The Wrapped Brand Agency Limited ('Wrapped') to develop an air pollution awareness campaign. To assist in developing the new campaign identity and accompanying resources and digital assets, we are undertaking an electronic survey to:

- understand existing knowledge and awareness of indoor and outdoor air pollution and links to health, especially in relation to domestic solid fuel burning.
- understand awareness of other existing local/national air quality campaigns
- understand awareness around CYC's existing Smoke Control Areas, and the rules around them.
- learn more about where we should promote our new campaign / display campaign materials.

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

We are collecting your opinions, thoughts and feedback to help us ascertain general public awareness and understanding of a range of issues relating to local air quality.

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

We are working with Wrapped and have an agreement in place with them.

You can find their privacy notice details at:

<https://wrappedagency.co.uk/privacy-policy/>

We are using the information you give us with your consent. You can withdraw your consent at any time by contacting Public Protection [public.protection@york.gov.uk](mailto:public.protection@york.gov.uk) 01904 551525

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

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)

If you have completed a paper survey, once you complete and return it to us, we will transfer the information you have given us onto the council's secure network and then destroy the paper copy securely and confidentially.

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.

### **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.