

Privacy Notice for Business Newsletter 2023 Survey

This privacy notice was completed in December 2022 and will be regularly reviewed.

When we use your personal data, City of York Council (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?

We want to hear about the experiences of businesses and organisations that are signed up to CYC's weekly business newsletter to understand what would be most useful for us to include in future editions of the newsletter. It will also help inform decisions being made about the suitability of CYC's newsletter software.

The survey will also provide businesses and organisations the opportunity to contact the Economic Growth Team if they wish to promote the newsletter

What information will be collected?

We are asking for your comments, opinions, feedback and suggestions about the usefulness of the newsletter

Participation in this survey is voluntary and you can choose to not answer any part of the questions.

What will we do with the information?

We are using the information you give us in this survey with your consent. You can withdraw your consent at any time by contacting 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 or 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/privacypolicy/?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 e.g. 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 or on 01904 554145 or write to: Data Protection Officer, City of York Council, West Offices, Station Rise, York YO1 6GA.