

Classification: OFFICIAL

Privacy notice

This notice explains when we collect personal data, what we use it for, who we share it with and your rights.

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| The identity and contact details of the company Reading Borough Council - Neighbourhood Services, Flyposting |
| Contact details of the Data Protection Officer Ricky.gill@reading.gov.uk |
| What Personal Data is held? <ul style="list-style-type: none">• Address• Name• Phone, fax and e mail details• Company representative <p>Information is collected on the telephone, by face to face contact and using electronic forms via website or by telephone.</p> |
| How will the data be stored? <p>Our computer system is accessed via secure connections and hosted on secure servers, in a remote data centre in the UK.</p> <p>Where we have data held on paper, this will be minimal, stored in a locked area, scanned where possible and kept for no longer than necessary to deal with the transaction.</p> |
| What is the legal basis for the collection, use and storage of the data? <p>Highways Act 1980 Town and Country Planning Act 1990</p> <p>We use information to discharge our statutory duty to remove flyposting.</p> |
| Give details of how long the data will be stored and criteria used to determine this? <ul style="list-style-type: none">• Information is held for up to 6 years. |
| Who will it be shared with and for what purpose? <p>Data will only be shared with internal Council departments</p> |
| How can the service user get access to it? <p>A Subject Access Request can be made by following the link: www.reading.gov.uk/dataprotection</p> |

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State whether any data is to be transferred outside the EU?

No other data is transferred outside the EU.

Is processing based on consent?

No

Your data will be used to discharge a statutory function of the Council and consent cannot be withdrawn until after that duty is discharged.

We may not be able to delete your personal data if it is needed for legal reasons.

What other rights does the service user have that we have to make known to them?

You have

- The right to have data corrected
- The right to have data deleted
- The right to put a complaint to the Information Commissioner's Office (ICO)

State if there will be any automated decision making

We do not use automated decision making