

Privacy Notice
Community Economic Development
(Retail Support and Targeted Business Improvement Scheme)

1. Who we are and what we do

Durham County Council
Regeneration and Local Services
Community Economic Development

This Privacy Notice explains how we use and share information. We will review and update this privacy notice to reflect changes in our services and feedback from service users, as well as to comply with changes in the law.

Retail Business Support:

The Community Economic Development Team's role is to increase the number and quality of retail businesses across County Durham. The Team acts as the first point of contact for retail business enquiries and provides an area based approach to retail business engagement.

Targeted Business Improvements:

The Team also delivers a Targeted Business Improvement Scheme offering financial contributions towards business premises improvements.

For more information see the [Durham County Council website](#).

For the purposes of Data Protection, Durham County Council is the Data Controller

2. What type of personal information do we collect and how do we collect it?

What type of Personal Data do we collect?

Retail Business Support:

- Your name, address, email address, telephone number and other contact information that allow us to meet our organisational and statutory obligations
- Your business, or proposed business, name, address, email address, telephone number and other business related information that allow us to meet our organisational and statutory obligations
- Written logs of management discussions and/or action plans between yourself and DCC.

Targeted Business Improvements:

- Your name, address, email address, telephone number and other contact information that allow us to meet our organisational and statutory obligations.
- Bank details;
- Contractor's quotes submitted by you, for audit purposes.

How we collect your Personal Data

We may collect your Personal Data in a number of ways, for example:

- when you complete and submit an online request for business support
- when you complete and submit a paper copy of the request for business support
- when you contact us by phone
- when you contact us by email
- when you have face to face meetings
- when you make an application for Targeted Business Improvement support
- when you attend training courses
- when you attend any sessions facilitated and hosted by either the Community Economic Development Team, or other business support organisation where the CED Team are present.

3. What is our power to obtain and use the personal data?

To enable us to provide services to you it is necessary for us to use your personal information to help assess your needs and identify the most appropriate services available. To do so we will use the following lawful basis for processing your information:

- Processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller
- Processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data, in particular where the data subject is a child.

4. What is your personal information used for?

Your personal information is used for the following purpose:

- To provide you with our services, and deliver support to you;
- To ensure that the information we hold about you is kept up-to-date;
- To help accurately report on business and spend activities of the CED Team
- To deal with any problems or complaints that arise in relation to your account;
- For assessment and analysis purposes to help improve the operation of our service;
- To verify that there is no outstanding debt to DCC such as business rates or Council Tax, prior to making any payment against a Targeted Business Improvement application;
- To prevent, detect and prosecute fraud and other crime

Statistical information may also be used to help us to make better plans around what services are needed and in what areas. This information will be anonymised so that individuals cannot be identified.

5. Will your personal information be shared?

Your information will not be shared with other organisations unless there is a legal basis for doing so e.g. for the Prevention or detection of crime

An example would be if an individual was seeking business support and found to be claiming unemployment related benefits;

Your details may also be shared with Call Credit for credit referencing purposes to check the viability of lending

6. How do we keep your personal information secure?

The security of your personal information is important to us. This is why we follow a range of security policies and procedures to control and safeguard access to and use of your personal information.

Examples of our security include:

- Held on secure council network so that it cannot be read without special knowledge (such as a password).
- Anonymised, meaning that we remove personal data and use statistics only for reporting on the activities of the CED Team.
 - Retail Business Support: this happens 2 years after the last contact with the CED Team.
 - Targeted Business Improvement: this happens 7 years after the final payment.
- Controlling access to systems and networks allows us to stop people who are not allowed to view your personal information from getting access to it
- Mandatory training for our staff allows us to make them aware of how to handle information and how and when to report when something goes wrong
- Regular testing of our technology and ways of working including keeping up to date on the latest security updates (commonly called patches)

7. How long will we keep your personal information?

After we deliver a service to you, we have to keep your information as a business record of what was delivered. The type service will determine how long we have to keep it

The retention periods for this service are as follows.

Retail Business Support:

Data is retained for 1 year after the last contact with DCC. Beyond that time, data is anonymised for statistically reporting on the actives of the CED Team.

Targeted Business Improvement:

Data collected as part of this service will be retained for 6 years in line with corporate retention guidelines for holding financial information. Beyond this time, data is anonymised for statistically reporting the activities of the CED Team.

Our [corporate retention guidelines](#) show how long we keep information for different services.

8. Is your personal information processed overseas?

We do not send personal information outside the EU to be processed.

9. Marketing

At no time will your information be passed to organisations external to us and our partners for marketing or sales purposes or for any commercial use without your prior express consent.

10. What are your Information Rights?

Your Information Rights are set out in the law. Subject to some legal exceptions, you have the right to:

- to have any inaccuracies corrected;
- to have your personal data erased;
- to place a restriction on our processing of your data;

- to object to processing; and

If you wish to exercise your information rights, please contact our Data Protection Officer at DPO@durham.gov.uk or alternatively write to:

DPO,
Floor 4 Room 143-148,
Durham County Council
County Hall,
Durham
DH1 5UF

You also have the right to request a copy of the personal information council holds about you. To do this, you can apply on line or download an application form from the [DCC website](#) or you can contact the data protection team at dataprotection@durham.gov.uk

To learn more about these rights please see the [ICO website](#).

Further Information

Our Data Protection Officer (DPO) provides help and guidance to make sure we apply the best standards to protecting your personal information. If something goes wrong with your personal information, or you have questions about how we process your data, please contact our Data Protection Officer at DPO@durham.gov.uk or by calling 03000 268050

If we have not been able to deal with your complaint, you can also contact the [Information Commissioner's Office](#):

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

Telephone: 0303 123 1113 (local rate) or 01625 545 745

Fax: 01625 524 510