



Trading Standards – Good Trader Scheme Privacy Notice

Document Control	
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Purpose	To provide information on the personal data of businesses and customers being processed by the Council in delivery of the Good Trader Scheme
Author	Ian Kelsall
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3.0	June 2023 – updates to format
4.0	November 2024 – update to lawful basis for customer feedback

This Privacy Notice was last updated in November 2024. It is regularly reviewed and may be updated or revised at any time. Please refer to this page for the most up-to-date information [Good Trader Scheme Privacy Notice \(wigan.gov.uk\)](https://www.wigan.gov.uk/good-trader-scheme-privacy-notice).

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes.

1. INTRODUCTION

Our core data protection obligations and commitments are set out in [Wigan Council Primary Privacy Notice](#)

This notice provides additional privacy information for **Trading Standards – Good Trader Scheme**.

Regulatory Services are responsible for the inspection and investigation of various Trading Standards legislation to protect residents and to ensure fair trading. They are also responsible for administering the Wigan Council Good Trader Scheme (The Scheme). The purpose of the Good Trader Scheme is to provide a database of member traders available to the public who adhere with a code of practice ensuring high standards of work and customer care.

2. WHAT PERSONAL INFORMATION DO WE COLLECT

In order to carry out activities and obligations in respect of the Good Trader Scheme, we may collect the following personal information:

- Name
- Title
- Address
- Telephone number
- Date of birth
- Gender
- National insurance number
- Nationality
- Evidence of entitlement to work in the UK
- Payment information

Please note that this is not an exhaustive list.

We may also collect, store and use more sensitive categories of personal information. This may include, but is not limited to:

- Offences, cautions (including alleged offences), civil and criminal proceedings, investigations, outcomes and sentences.

3. HOW WE USE PERSONAL INFORMATION

The main purposes for which we may process your personal information are:

- The processing of Good Trader Scheme applications
- The processing of payments in relation to membership of the scheme
- To carry out verification of customer feedback received
- To investigate complaints
- To allow us to communicate and provide relevant information in relation to the Good Trader Scheme

4. LEGAL BASIS FOR PROCESSING

The legal basis we rely on for processing your personal information is:

- You have provided consent (to participate in the Good Trader Scheme)
- Task in the Public Interest (for the Council to verify feedback received from customers)

5. WHO DO WE SHARE PERSONAL INFORMATION WITH

In addition to the general reasons for information sharing described in the Council's primary privacy notice, we may share your information with:

For traders

- Members of the public
- Siteon Limited (Good Trader Scheme website provider)
- Insurance companies
- Greater Manchester Police
- Internal Council Departments
- Other Local Authorities

For customers (feedback only, not personal data)

- Siteon Limited (Good Trader Scheme website provider)
- Good Trader Scheme Members

We may also collect or receive information from external parties such as:

- Members of the public
- Internal council departments
- Greater Manchester Police
- Other Local Authorities

6. HOW LONG DO WE KEEP PERSONAL INFORMATION

We will only retain your personal information for as long as necessary to fulfil the purposes we collected it for regarding the administration of the Good Trader Scheme, including for the purposes of satisfying any future legal, accounting, or reporting requirements.

7. AUTOMATED DECISIONS

All the decisions we make about you will involve human intervention.

8. COOKIES

To find out how we use cookies, please see [Cookies \(wigan.gov.uk\)](https://www.wigan.gov.uk/cookies)

9. YOUR RIGHTS

More information on how to seek advice in order to exercise your rights, raise a concern or complain about the handling of your personal information by the council can be found in [Wigan Council Primary Privacy Notice](#).