



Trading Standards Privacy Notice

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This Privacy Notice was last updated in June 2023. 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 [Trading Standards Privacy Notice \(wigan.gov.uk\)](#).

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 Borough Council Primary Privacy Notice](#)

This notice provides additional privacy information for **Trading Standards**.

Trading Standards have a statutory responsibility for the enforcement of various Trading Standards legislation with the purpose of protecting residents, ensuring fair trading amongst businesses, and the prevention and detection of crime. On occasions we may also contact traders on behalf of a consumer in an attempt to resolve a dispute.

To enable us to perform our duties intelligence and data will be collected, stored and processed including personal and special information about individuals and businesses. Information will be collected from complaints, inspections, investigations and service requests.

2. WHAT PERSONAL INFORMATION DO WE COLLECT

In order to carry out activities and obligations as Trading Standards we may process the following personal information:

- Name
- Title
- Address
- Telephone number
- Email address
- Social media account
- Date of birth
- National insurance number
- Gender
- Vehicle and property ownership
- Bank details and transactional details between a trader and consumer
- Evidence of entitlement to work in the UK

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 prevention and detection of crime
- To satisfy statutory obligations of the local authority
- On occasions to contact a trader on behalf of a trader to seek a resolution to a dispute
- To confirm identity of users as we are a local authority service operating within geographical boundaries
- To allow data analysis to enable an intelligence led service with priorities identified locally
- To allow intelligence sharing with enforcement partners
- To allow us to communicate with service users and investigate complaints about traders.
- To carry out verification of customer feedback
- To intervene and protect residents from scams
- To allow public awareness of ongoing scams but without using details that can identify individuals without their express consent
- To allow us to contact parents in respect of underage sales volunteers who carry out sales operations

4. LEGAL BASIS FOR PROCESSING

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

- Public task where the processing is necessary for us to perform a task in the public interest or for our official functions and the task has a clear basis in law.
- Where you have given consent

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 or receive information from the following (information will only be shared where it is necessary for the purposes listed above, including the prevention of fraud):

- Enforcement agencies and partners including HMRC, National Crime Agency, DWP, Police, Illegal Money Lending Team, Insolvency Service, Environment Agency
- Tameside Metropolitan Borough Council as Host Authority for NAFN Data and Intelligence Services (A Sanctions Information Database)
- Action Fraud and Trade Associations

- Other council departments, including Environmental Health, Licensing, Council Tax, Legal
- Citizen's Advice Consumer Service
- National Trading Standards Departments
- Central Government Departments
- Traders subject of a complaint but only where the customer has expressly given their consent to share their details with the trader
- Trading Standards intelligence sharing database
- Other Local Authorities
- National Trading Standards Scams Team

Please note that this is not an exhaustive list.

6. HOW LONG DO WE KEEP PERSONAL INFORMATION

We will retain your personal information for a period up to 6 years from the date of submission 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 Borough Council Primary Privacy Notice](#)