



Public Relations Privacy Notice

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This Privacy Notice was last updated in July 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 [Public Relations Privacy Notice \(wigan.gov.uk\)](https://www.wigan.gov.uk/public-relations-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 Borough Council Primary Privacy Notice](#).

This notice provides additional privacy information for the **Public Relations Team**.

The public relations department communicates the strategic priorities and related activities of the council for the benefit of residents.

2. WHAT PERSONAL INFORMATION DO WE COLLECT

In order to carry out our activities as a Public Relations Team, we may process the following personal information:

- Name
- Address
- Email address
- Telephone number
- Personal demographics (including age and gender)
- Images of people taken via photography or video camera

3. HOW WE USE PERSONAL INFORMATION

The main purposes of processing your personal information are:

- To provide you with the Borough Life newsletter, where you have subscribed to this
- To promote the Council and inform the public about community activities, council services and what is happening in the Borough in publications, presentations, advertisements, exhibitions, press articles, informational material, social media and the website

4. LEGAL BASIS FOR PROCESSING

The legal bases we rely on for processing personal information are:

- Consent – where you have subscribed to the Borough Life newsletter and where we are taking photographs or videoing where you are the focus-you will be asked to sign our consent form
- Journalistic/artistic and legitimate interest purposes when we are taking more general photographs or videoing a large event/crowd and publication is in the public interest or helps to promote and inform people

5. WHO DO WE SHARE PERSONAL INFORMATION WITH

If signed up to receive emails we will only share your data with our email service provider who delivers emails on our behalf.

If you have consented to photography or video the images will only be used by Wigan Council and its project partners to promote council and community activities.

6. HOW LONG DO WE KEEP PERSONAL INFORMATION

If you have subscribed to email: we will keep your email data for as long as you wish to receive a newsletter. You can unsubscribe at any time by emailing boroughlife@wigan.gov.uk

If we have taken your photo or a video we will hold this in accordance with the retention schedule. Items of historical interest will be archived.

We must continue to retain necessary information in accordance with our corporate records management policy to fulfil legal, statutory and regulatory requirements.

7. AUTOMATED DECISIONS

All the decisions we make about you 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](#).