



Public Relations Privacy Notice

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Version 3.0	03.12.18	



Public Relations Privacy Notice

Wigan Council (“a data controller”) is committed to protecting the privacy and security of your personal information.

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

Our core obligations under the general data protection regulations (GDPR) and commitments are set out in the [Council’s Primary Privacy Notice](#).

The public relations privacy notice provides additional privacy information concerning:

- Signing up to receive public relations emails.
- Photography or video for public relations purposes.

It describes how we collect, use and share personal information about you before, during and after your relationship with us ends and the types of personal information we need to process.

It is important that you read this notice, together with any other privacy information so that you are aware of how and why we use your personal information.

Purpose(s)

The main purposes for processing your personal information are:

- You have subscribed to receive the Borough Life newsletter by email
- 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

Categories of personal data

In order to carry out these activities we process personal information in relation to :

- Personal contact details such as name, addresses and personal email address and or telephone number.
- Personal demographics (including age and gender)
- Images of people taken via photography or video camera

Legal bases for processing personal information

- Consent (this is the basis 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 (these are the bases where 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)

AUTOMATED DECISION-MAKING

All the decisions we make about you involve human intervention.

COOKIES

To find out how we use cookies please see our [cookie notice](#).

DATA SHARING

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.

DATA RETENTION

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 [here](#).

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.

RIGHT TO WITHDRAW CONSENT AT ANYTIME

Where the legal reason for processing your personal information is based on your consent, you have the right to withdraw your consent at any time, without affecting the lawfulness of our processing prior to the withdrawal of your consent.

If you wish to withdraw consent you contact pr@wigan.gov.uk in writing who will process your request within 14 days.

YOUR RIGHTS

In addition to the above you have legal rights in relation to your personal information. You have a right to be informed about how and why your personal information is being processed. This notice fulfils that obligation.

RIGHTS OF ACCESS, CORRECTION, ERASURE, AND RESTRICTION

- You have the right to ask for your information and there will not be a charge for you to do so. This is known as a subject access request.

To ask for access to your information you can submit a subject access request to subjectaccess@wigan.gov.uk

- You also have the right to ask for your information to be corrected if it is inaccurate or incomplete.

- To ask for your information to be deleted or removed where there is no need for us to continue processing it (right to be forgotten).
- To ask us to restrict the use of your information.
- To object to how your information is used.

Please contact pr@wigan.gov.uk should you wish to exercise any other of the above rights. Full details are contained within the Council's [Primary Privacy Notice](#) and should be read in conjunction with this document.

DATA PROTECTION OFFICER

If you wish to raise a concern or discuss any aspect of this notice please contact our [Data Protection Officer](#).

If you are unhappy with the way that we handle your concern you may complain to the [Information Commissioners Office \(ICO\)](#) at:

Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Tel: 0303 123 1113

The Information Commissioners Office deals with concerns and complaints relating to data protection (GDPR) and freedom of information legislation.

CHANGES TO THIS PRIVACY NOTICE

We may update or revise this privacy notice from time to time and will provide supplementary privacy information as is necessary.