

## **PN144 - TORFAEN BUSINESS DIRECT PRIVACY NOTICE**

Torfaen County Borough Council is committed to protecting your privacy when you use our services. This Privacy Notice is designed to give you information about the data we hold about you, how we use it, your rights in relation to it and the safeguards in place to protect it.

<b>TCBC Service Area:</b>	Economy & Environment
<b>Work area:</b>	Business Engagement Team
<b>Contact Details:</b>	Kate Blewitt
<b>Privacy Notice Name:</b>	Torfaen Business Direct

### **Data Controller:**

**Torfaen County Borough Council**  
**C/o Civic Centre**  
**Pontypool**  
**NP4 6YB**

If you wish to raise a concern about the handling of your personal data, please contact the **Data Protection Officer** using the details below:

**Tel: 01495 762200**

**Email: [dpa@torfaen.gov.uk](mailto:dpa@torfaen.gov.uk)**

This Notice sets out how personal data that Torfaen Business Direct collects from you or that you supply to us, will be processed, used and disclosed by us.

Services provided by Torfaen Business Direct which is part of Torfaen County Borough Council and referred to as services in this Notice include but are not limited to:

- Business support, guidance, advice and signposting (including business start-up)
- Business Clubs
- Inward Investment support
- Financial products
- Business events

### **1) Who provides your data to the Council?**

The personal information we process is provided to us directly by you when you:

- Contact us about our services
- Register and/or sign up for, and/or purchase, and /or agree to receive or access our services
- Consent to receive marketing and information communications
- Voluntarily take part in research and surveys

We receive personal information indirectly from other services across the authority.

## 2) **How does the Council collect this information:**

We collect personal data through online and offline methods:

- by phone
- via the website
- in writing
- via social media
- in person at events and exhibitions
- at 1:1 meetings

## 3) **What information does the Council collect about you?**

In the course of providing services and/or you accessing these, Torfaen Business Direct collects and processes limited personal data. The type of information will vary depending on what business support we are providing you and your business with. The personal data we may collect includes:

- Name
- Address
- Telephone numbers
- E-mail addresses
- Disability Status
- Ethnicity
- Financial

**Business data:** We also collect Information about your business or your potential new business in order for us to plan, provide and evaluate improved services as well analyse and profile the businesses we support. Any commercially sensitive business data we are provided with in the course of providing our services will be treated with confidentiality.

## 4) **Why does the Council process your personal data?**

Under Article 6 of the UK General Data Protection Regulation (GDPR), the lawful bases we rely on for processing this information are:

- (a) Your consent. We process your personal data when you provide explicit, voluntary consent to receiving business related communications from us. In these communications we will always provide an opt out facility. You can also email us at any time at [businessdirect@torfaen.gov.uk](mailto:businessdirect@torfaen.gov.uk) or call us on 01633 648735 to stop receiving these. Please note changes may not be effective immediately. We will endeavour to comply with your request as soon as

reasonably possible. We do not rely on consent as a lawful basis for any other processing.

(e) We need it to perform a public task. Torfaen Business Direct is committed to providing you with a professional service and developing future enhancements to our services. The personal data you provide us with enables us to fulfil and meet our obligations to you and your business/organisation or potential new business in an effective manner.

## 5) **Special categories of personal data:**

We may collect the following special category data:

- personal data revealing racial or ethnic origin
- data concerning health

We collect this under Article 9 of the UK GDPR.

We do not collect any criminal data.

## 6) **Who has access to your data?**

We may share your personal information with other Council departments who work with Torfaen Business Direct to offer and deliver relevant business-related support services. Your data is shared internally only with the appropriate staff where it is necessary for the performance of their roles.

Payments, if applicable, will need to be via the Make A Payment service on the Torfaen Council website.

In order to improve our services, we may share anonymised information, research and analysis with other relevant organisations.

In addition, we may share your personal information with key organisations to fulfil the Council's obligations as lead authority for the UK Shared Prosperity Fund. Please see the [UK Shared Prosperity Fund Privacy Notice](#) for further information.

Apart from where previously stated, we do not pass your details to third parties unless we are lawfully required to do so.

### **Is the Data transferred out of the UK?**

No

## 7) **How does the Council keep your data secure?**

The Council has internal policies in place to ensure the data it processes is not lost, accidentally destroyed, misused or disclosed. Access to this data is restricted in accordance with the Council's internal policies and in compliance with the UK GDPR.

Data will be stored securely in:

- A secure electronic database

Where the Council engages third parties to process personal data on its behalf, they do so on the basis of written instructions. These third parties are also under a duty of confidentiality and are obliged to implement appropriate measures to ensure the security of data.

#### **8) How long does the Council keep your data?**

The Council will hold your personal data only for the period that is necessary and will follow organisational and Local Authority standards in this area. At the end of the retention period the Council will securely destroy or dispose of the data in line with retention schedules.

#### **9) Are we making automated decisions/profiling with your data?**

No

### **Your rights**

You have a number of Rights you can exercise:

- Access - to obtain a copy of your data on request
- Rectification – to require the Council to change incorrect or incomplete data
- Object, Restrict or Delete - under certain circumstances you can require the Council to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing
- Data portability – to receive and/or transmit data provided to the Council to other organisations (this applies in limited circumstances)
- Withdraw your consent at any time (where consent has been given)
- To know the consequences of failing to provide data to the Council
- To know the existence of any Automated Decision-making, including profiling, and the consequences of this for you.
- To lodge a complaint with a supervisory authority (Information Commissioners Office)

If you would like to exercise any of these rights, please contact:

Kate Blewitt, Business Engagement Team Leader, Torfaen County Borough Council

Tel: 01633 648329

Email: [Kate.Blewitt@Torfaen.gov.uk](mailto:Kate.Blewitt@Torfaen.gov.uk)

The Information Commissioner can be contacted at: The Information Commissioner's Office (Wales), 2<sup>nd</sup> Floor, Churchill House, Churchill Way, Cardiff, CF10 2HH. Telephone 0330 414 6421 or e-mail [Wales@ico.org.uk](mailto:Wales@ico.org.uk).

## DOCUMENT CONTROL

<b>Title:</b>	<b>Torfaen Business Direct</b>		
<b>Document Owner:</b>	<b>Senior Information Risk Owner (SIRO)</b>		
<b>Document Author:</b>	<b>Kate Blewitt</b>		
<b>Reference:</b>	<b>PN144</b>	<b>Retention Period:</b>	<b>Until next review</b>
<b>Document Classification:</b>	Official	<b>Location:</b>	SWOOP
<b>Version / Status:</b>	2.0 Live	<b>Approved by:</b>	SIRO
<b>Current Issue Date:</b>	February 2024	<b>Next Review Date:</b>	February 2027

## REVISION HISTORY

<b>Issue Date</b>	<b>Version / Status</b>	<b>Reason for Change</b>	<b>Changed By:</b>
December 2022	V1.0 live	To comply with UK GDPR	Kate Blewitt
May 2023	V1.1 live	Add UK SPF PN link	Kate Blewitt
February 2024	V2.0 draft	Amended UK SPF link, change contact information	Jonathan Darroch