



ADUR & WORTHING
COUNCILS

Adur Promotional Services Privacy Notice

What this Privacy Notice covers

Adur & Worthing Councils are the data controllers (referred to as “we” or “us”) of your personal data for the purposes of applicable data protection legislation.

Adur & Worthing Councils Data Protection Officer can be contacted at:

Adur & Worthing Councils
Worthing Town Hall,
Chapel Road,
Worthing,
West Sussex,
BN11 1HA

- Email: data.protection@adur-worthing.gov.uk to exercise your rights under GDPR

In relation to your personal data we are committed to collecting, using and protecting it appropriately. This privacy notice explains:

- How and why we collection and use your personal data
- The type of personal data that we collect
- Explains when and why we will share personal data and with other organisations
- The rights and choices you have in relation to the personal data that we hold about you

Why we need your personal data

The purpose of processing your personal data is to administer and process the service for which the application form has been completed for:

- The display of promotional items in Adur

We are relying on performance of a task carried out in the public interest as the lawful basis for processing. (GDPR Article 6 (1)(e))

What we collect and how it is used

Your name, address, contact details, business or organisation details and vehicle details when applicable are held and used for the purpose of processing the application for the particular service of which the application was completed for:

- The display of promotional items in Adur

We may share personal data with other organisations in the following circumstances

- For Law enforcement, regulation and licensing, criminal prosecutions and court proceedings
- If we need to share personal data in order to establish, exercise or defend our legal rights (this includes providing personal data to others for the purposes of the prevention and detection of fraud)

Your personal data may be converted ('anonymised') into statistical or aggregated data in such a way that ensures that you cannot be identified from it. Aggregated data can't, by definition, be linked back to you as an individual and may be used to conduct research and analysis, including the preparation of statistics for use in reports.

How long the information is kept for

Records are kept in accordance with the Council's disposal schedule and we will not keep your information for longer than necessary.

Your rights

You have certain rights under UK Data Protection law including:

- The right to be informed
- The right of access to your personal data
- The right of rectification (to have any inaccuracies corrected)
- The right of erasure (to have your records deleted)
- The right to restrict processing
- The right to data portability
- The right to object
- Rights in relation to automated decision making and profiling

Further information about your rights is available on the website of the Information Commissioner's Office. If you have a concern about the way that we are collecting or using your personal data, we ask that you contact us in the first instance. Alternatively, you can contact the Information Commissioner's Office.

Consequences of failing to provide Personal Data

If you chose not provide your personal data we will be unable to process your application.

How to contact us

If you have any questions about how we collect, store, or use personal data please

- Telephone Regeneration on 01903 221305
- Email us on regeneration@adur-worthing.gov.uk