Privacy Notice

Bristol City Council is the data controller for the purposes of the Data Protection Act 2018 and other regulations including the UK General Data Protection Regulation (UK GDPR), which means it determines what your personal data is used for and why it is collected.

The purpose of this privacy notice is to tell you about how we collect and use personal data in connection with our consultation and engagement service. We may update this privacy notice from time to time. When we do this, we will communicate any changes to you (if we hold your contact details) and publish the revised privacy notice on our website.

Our main address is City Hall, College Green, Bristol, BS1 5TR and our contact details can be found on the Bristol City Council website

Purpose of processing

We may collect, store and process your personal information for two purposes:

- We may ask for your name and contact details so we can send you information about consultation and engagement activities, updates on the progress of projects and the council's decisions following a consultation. We will only do this with your consent.
- We may ask for other personal information as part of consultation and engagement surveys and related consultation and engagement activities (e.g. focus groups and discussion forums). For brevity, we use the term 'surveys' in the remainder of this document to include any such related consultation and engagement activities).

We conduct surveys to ask for your views and ideas on the public services the council provides and potential changes we propose in the city.

Details of the purpose and scope of the survey will be made clear for each survey we ask you to participate in; this will provide you with information for you to clearly decide if you want to participate in the survey.

Your information gathered at the time of the survey will be only used for the stated purpose of the survey and will not assume consent for any other purpose.

Participation in our surveys will not impact or influence any mailing preferences in the future and unless otherwise stated your participation will be anonymous.

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What data we need to collect and use?

To provide this service, we will collect and use some or all of the personal information below:

- **Postcode**
- **Equalities characteristics** (eight protected characteristics defined in the Equality Act 2010; these are age, sex, disability, ethnicity, religion, sexual orientation, gender reassignment, pregnancy/ recent maternity)
- **Refugee / asylum seeker status**
- **Other personal data where this is relevant to the subject of the survey.** This may include things like education, employment history, income, household details (e.g. type of home, number of people in the household) and/or physical and mental health,
- **Name**
- **Contact details** (email address and/or address and/or phone number)
- **IP address**
- **Unique reference code representing an address**

We get most of this information from you, but we may also get some information about you from cookies/tracking tools.

How do we use your personal information?

We use this information for one or more of the following reasons:

a) Postcode

We use this information on the basis of public interest for the following purposes:

- To know in which areas of the city, and beyond, people have responded. This can help us know if there are communities we have not heard from. It can also help us plan ways to reach people in all parts of the city in future. By analysing postcodes together with the views and ideas expressed in each response, we can understand if the views of survey respondents are different in different parts of the city and/or other areas beyond Bristol
- To know if we receive responses from people in more and less deprived parts of the city. By analysing postcodes together with the views and ideas expressed in each response, we can learn if the views of survey respondents are different in more and less deprived parts of the Bristol. (To do this, we use postcodes to match each response to one of 263 Census areas in Bristol for which average deprivation information is available from the Office of National Statistics.)
- The above information helps to improve understanding of the needs of groups of people in Bristol and the impact the council's proposals could have on groups. This information aids good decision-making.

We do not use postcodes to identify individual properties. We ask for your postcode separately from and irrespective of whether we ask for your contact details.

b) Equalities information

We will use this information for the following purposes:

- To know if respondents' equalities characteristics are similar to the proportions of people with each characteristic living in Bristol. If we find any equalities characteristics are under-represented in the responses, this can help us plan ways to reach people to address this in future
- By analysing equalities characteristics together with the views and ideas expressed in each response, we can learn if the views of survey respondents are different for people with different equalities characteristics.

It is important that the council collects and analyses equalities information so that it can:

- identify and address issues of inequality and discrimination
- improve decision-making
- understand the needs of groups of people in Bristol
- understand the impact the council's decisions could have on groups
- identify whether surveys are reaching the intended groups of people.

c) Refugee/asylum seeker status and other personal information

By analysing this information together with the views and ideas expressed in each response, we can learn if the views of survey respondents are different for people in different circumstances. For example, if we are consulting on housing proposals, we may ask respondents if they own or rent their home. We can then compare the views of people who rent with the views of home owners to see if the proposals might affect either group differently.

The postcode, equalities characteristics and other personal information described above may be analysed in the survey software or in spreadsheet form. We do not use personal data to identify individuals. Rather, we use it to see if the views of people in a particular group (e.g. people aged 18-24) differ from those of other (age) groups. The personal information in individual survey responses is not published. Personal information in individual survey responses is deleted in line with our retention process described below.

d) Name and contact details

We process this information under the legal basis of consent; this means we will ask you to agree to us using your name and contact details for the specified purposes. (Usually this is to send you information about new consultations and engagements and updates on the outcomes of previous surveys.)

e) Unique reference code representing an address

By processing unique reference codes representing home or work addresses, it allows us to assess response rate and respondents' views in specific locations. Where necessary it can also be used to restrict responses to specific addresses. The unique reference codes are not published or made available to other members of the public. This information in individual survey responses is deleted in line with our retention process described below.

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Who else might we share your personal information with?

Sometimes we may need to share your information, but we will only do so where we have a valid legal basis to share data. We will only share the minimum information for each circumstance.

We may share some of your personal information with one or more of the following:

- Partner organisations if we are jointly running a project (this could include universities, for example). The personal data will not be made public by BCC or the other organisation.
- We may also use data processors to support our activities, for example by providing systems we need or delivering services on our behalf. These processors are:
    - Smartsurvey (SmartSurvey's privacy policy) and Participatr (Participatr's privacy policy)) who provide the online survey software for Bristol City Council
    - Esri (Esri's privacy policy) who provide the Geographic Information System online mapping software for Bristol City Council
    - Email Blaster (Email Blaster's privacy policy) and GOV.UK Notify which are mailing software providers we use to store your name and contact details and email you information about consultation / engagement activities or updates about projects and council decisions, if you have given consent for us to do so

These third-party processors may use other organisations (sub-processors) to undertake work on their behalf.

Where consultant companies (third parties) are used by Bristol City Council for a specific survey, these will be specified in the survey's purpose statement.

Will my personal data be sent outside the UK?

Name and contact details you provide if you sign up to 'Ask Bristol' email newsletter are managed using "Email Blaster" software which is based in the UK. We use this software to send email newsletters and to enable subscribers to unsubscribe at any time. At no point does your private information ever leave the U.K. The data is protected by the UK General Data Protection Regulation (UK GDPR),

No other personal information is routinely sent or held outside the UK. Should the transfer of personal information outside the UK become necessary, it will only take place if permitted by law, and then only where there are appropriate safeguards in place to protect the data.

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What is the legal basis for our use of your personal information?

The information below shows the legal bases we are relying on to use your personal or special category (sensitive) personal information.

You can see a list of the full legal bases we may rely on by looking at our main privacy statement.

Personal information

Our legal bases for using your personal information are:

- To exercise a task in the public interest (all personal data except name and contact details). The overarching legal gateway for the processing is provided by section 111 of the Local Government Act 1972, which allows local authorities "to do anything… which is calculated to facilitate, or is conducive or incidental, to the discharge of any of their functions".
- Your consent (where you agree to us using your name and/or contact details for specific purposes).

Special category (sensitive) personal information

In the event that we collect special category data that would enable your identification, we will request your explicit consent to do so. Our legal basis for this is Article 9(2)(a) of the UK GDPR.

How long we will keep your personal information?

We will hold this information for as long as it is needed, or if we are required to do so by law. In practice this means that your personal information may be retained for the relevant period listed below:

- For contact details, re-consent is sought every three years. You have the right to withdraw consent and have us erase your contact details at any time
- For consultation responses, personal data are retained for six months after a decision is made by one of the council's policy committees or Full Council or by delegated authority about the proposals described in the consultation
- For engagements (where a formal decision is not taken), personal data will be retained until the responses have been analysed and are no longer required to help us plan the next steps.

After this, under normal circumstances, we will delete your personal information. If it is in the public interest to do so, we may archive responses including your equalities and postcode data and other information you give us, but we will not include information that identifies you as an individual.

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Your rights as a data subject

The law gives you a number of rights to control what and how personal information is used by us, including the right to access a copy of your personal information and withdraw your consent when we rely on your permission to use your personal data.

Full details about your rights can be found in our main privacy statement. If you are unable to access our digital Privacy Notice, please contact Citizens Services who will be able to send a hard copy.

To update or correct your information if it is inaccurate please contact Citizens Services.

To access a copy of your personal information, more details and how to make a request can be found on the data protection subject access requests page on the council website.

You can exercise any of these rights, ask questions about how we use your personal data or complain by contacting us at data.protection@bristol.gov.uk or by writing to our data protection officer at:

Data Protection Officer
Information Governance
Bristol City Council
City Hall
College Green
Bristol
BS1 5TR

If you think we have dealt with your information inappropriately or unlawfully, you have the right to complain to the ICO at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

Website: https://ico.org.uk/