



Privacy notice for Lily services

Why we collect your personal information

Borough Council of King's Lynn and West Norfolk ("the Council") takes the safety of your personal information very seriously and will only ever process your information in accordance with the law, this includes the United Kingdom General Data Protection Regulations (UK GDPR), Data Protection Act 2018 and any other relevant legislation. You have a right to know how the Council processes your data and the purpose of that processing.

We collect and process data to provide Lily services to King's Lynn, West Norfolk and some Breckland residents. For example:

- To determine needs and provide health and wellbeing support to meet those needs, in particular providing assistance to develop relationships and engage with the local community.
- Evaluate and monitor service delivery.
- Sharing information with partner organisations to meet support needs.

We may also use your data for any of the following purposes, in line with our [corporate privacy policy](#):

- Statutory requirements i.e. reporting to Government
- Financial transactions
- Prevention and detection of crime
- Equality monitoring
- Service delivery
- Service improvement and planning
- Research purposes including consultations.

Why we are allowed to use your data

The Council processes your personal data as it is necessary for the performance of a contract, or to take steps prior to entering a contract, to which you are a party, as per **Article 6(1)(b)** of the UK GDPR.

This means when you sign up to receive support from the Lily service, you enter an agreement. This agreement obliges the Council to deliver services to you by processing your information.

In some instances, the Council may use your express consent as a means of processing your personal data, such as when we refer your details to other relevant support organisations. The Council will always ask for your permission before doing so.

You have a right to withdraw your consent to Lily using your data. If you withdraw your consent or do not provide all the requested personal data, then the Lily service may not be able to enter into and perform a contract with you. If you choose to do this, this may impact on the service we are able to deliver to you.



Categories of personal data

To carry out our statutory duties and deliver our services we collect and obtain the following information where appropriate:

Type of Data	How we use the Data	Special category
<p>Contact Information</p> <p>Name, address, phone, email address</p>	<ul style="list-style-type: none"> • Contact the client in order to provide support • Provide a record of clients supported for audit and reporting purposes • Identify the client's general geographic location as part of the evaluation of the service. 	<p>No</p>
<p>Client Background information</p> <p>Date of Birth</p> <p>Gender Ethnicity</p> <p>Reason for referral</p> <p>Whether have longer term illness of disability</p> <p>Employment status</p> <p>Housing Status</p> <p>Number of adults in household</p> <p>Categories of needs identified</p> <p>Self-reported answers to wellbeing questions and overall health</p> <p>GP details</p>	<ul style="list-style-type: none"> • Used to help explore potential needs and concerns the client may have to determine the best support for them. • Used to determine the eligibility a client may have for different types of support • Used as part of the evaluation process to help determine the effectiveness of support, any differences in this for different types of people and its impact on wider services. • GP details may be used to contact the GP in the event of a medical emergency. They may also be shared with appropriate partners if 	<p>Yes</p>



	there is a safeguarding concern	
Activity and Performance Information Record of date and nature of interaction with client (meeting etc) Record of organisations referred to	<ul style="list-style-type: none"> • To provide a record of interactions for monitoring purposes • To provide a record of support to enable effective case management and follow-up with the client. 	Yes
Case Notes and Information	Record informally of details client provides to help assess needs and issues, avoid the client having to 'retell their story' and practically assist with the identification and organising of support for the client.	Possible

The legal basis for using your information

Under the **General Data Protection Regulation (GDPR)**, the following categories of lawfulness apply to personal data processed by the Lily service:

- Article 6 (1) (b) Processing is necessary for a contract you have with the individual, or because they have asked you to take specific steps before entering into a contract.

Special category data

On limited occasions we may come into possession of **special category data**.

To process this data, Article 9 of the GDPR will apply:

- Article 9 (2) (a) The data subject has given explicit consent to the processing of those personal data for one or more specified purposes



If you fail to provide certain information when requested, we may not be able to perform the contract we have entered into with you or we may be prevented from complying with our legal and contractual obligations.

Who we may share your information with

In some circumstances, it may be necessary to share your information with other departments of the Council or with external third parties (e.g., for safeguarding purposes or any other lawful reason under the Data Protection Act 2018). These may include:

- Police & Fire Authority
- Health & Social Care Agencies
- Judicial agencies such as the courts
- Other Local Authorities
- Immigration Service
- Government Departments such as HMRC, DWP etc.
- Other departments within the Council
- Contractors providing services on behalf of the Council
- Charitable organisations

Where necessary these organisations may, under contracts or similar agreements, use third party organisations to process the data we have provided to them. These third-party organisations will not be able to use the data for any other purpose and must meet the requirements of data protection legislation and government's security standards.

The following organisations employ Lily advisors who provide you with support as part of the service:

- West Norfolk Befriending, 12 Thoresby College, Queen Street, King's Lynn, PE30 1HX
- Family Action, 24 Angel Gate, City Road, London, EC1V 2PT
- West Norfolk Carers, 20 Thoresby College, Queen Street, King's Lynn, Norfolk, PE30 1HX
- Norfolk and Waveney Mind, Saunders Yard, King's Lynn, Norfolk, PE30 1PH

In addition, we may share information with Norfolk County Council for service monitoring and evaluation purposes.

The Borough Council of King's Lynn and West Norfolk has agreements in place with these organisations to ensure your data is used safely and in accordance with this privacy notice.

Your personal data will be shared using secure transfer methods and will not be transferred to any additional unnecessary third parties.

Accessing the information we hold about you



You have the right to ask for all the information we have about you. This is called a Subject Access Request (SAR). Find out more and make an application online [here](#).

You have the following rights regarding your personal data which is processed under the lawful basis of your consent:

- you have the right of access to your data
- you have the right to correct your data if it is incorrect
- you have the right to ask for your data to be deleted
- you have the right to ask for a copy of your data to be transferred to another organisation
- you have the right to withdraw your consent at any time

If you wish to see more information about the way in which the Council uses your data, you can access our [Corporate Privacy Policy](#) and our [Data Protection Policy](#).

You can also find out more on the [ICO website](#).

How long we keep information about you

After we deliver a service to you, we have to keep your information as a business record of what was delivered. The type of service will determine how long we have to keep it.

We will only keep your personal information for as long as the law specifies or where the law does not specify this, for the length of time determined by our business requirements.

See our corporate [retention policy and schedules](#) to see how long we keep records for different services.

For the Lily service, data will be retained by providers for up to 7 years. Identifiable information will be removed (this process is called data anonymisation) from reporting data and kept indefinitely.

Changes to this privacy notice

We reserve the right to update this privacy notice at any time, and we will provide you with a new privacy notice when we make any substantial changes. We will also notify you in other ways from time to time about the processing of your personal data.

Change of purpose

We will process your personal data for the purpose for which we collected it. If we process your personal data for another purpose that we reasonably consider to be



compatible with the original purpose, we will notify you and explain the legal basis which allows us to do so.

Please note that we will if necessary process your personal data without your knowledge or consent, in compliance with the above rules where this is required or permitted by law.

More information

See our corporate data protection policy at https://www.west-norfolk.gov.uk/info/20006/council_and_democracy/326/data_protection for more information on your rights and for ICO contact details.

If you have a concern about how we are using your information, we would ask you to contact us in the first instance at data.protection@west-norfolk.gov.uk or by post to:

Data Protection Officer
Borough Council of King's Lynn & West Norfolk
King's Court
Chapel Street
King's Lynn
Norfolk
PE30 1EX

Tel: 01553 616200

E-Mail: data.protection@west-norfolk.gov.uk

In the event that you do not receive the response you require, you can contact the Information Commissioner at:

Information Commissioner's Office (ICO)

Wycliffe House
Water Lane
Wilmslow
Cheshire
KS9 5AF

Website: [Information Commissioner's Office](https://www.ico.org.uk)