

# Lily Privacy Notice

This privacy notice covers our processing of your data as part of the Lily service in West Norfolk and parts of Breckland.

## Our basis for processing your data

### We process your data to achieve three key goals

- a) Provide you with support that improves your overall health and wellbeing particularly helping you to develop relationships and engage in the local community.
- b) Evaluate the service to measure its effectiveness
- c) Maintain reasonable records to ensure accountability for funding and good governance

### What we do with your personal data as a required part of the Lily service

We gather personal data about you in order to determine your needs, communicate with you and monitor progress.

Any details are optional but not providing us with the information requested may limit our ability to provide you with support. This could include not being able to easily contact you if you for example do not provide a phone number or not knowing about a need you may have if you do not tell us about an issue that concerns you.

We store the information you have given us in an online database to help us provide you with support as well as monitor and evaluate our service.

The five charities that provide Lily Advisors are able to access this information to ensure we can meet your support needs as part of the delivery of the service. These are listed in the section *processing by other parties*

As part of the delivery of the Lily service your contact details and an outline of your support needs will be passed to those organisations that you agree to be referred to.

We also tell Norfolk County Council that you have been a recipient of the service as part of the evaluation and monitoring requirements.

Our legal basis for processing this data is based on your agreement to receive support from the service and that such processing is necessary to deliver that service effectively. Under GDPR this is known as a contract legal basis for processing.

As part of the evaluation of the Social Isolation service we would also like to share some more details with Norfolk County Council about your health and personal circumstances. This will be used to help us understand better who Lily helps and improve the services available to residents. Where your personal data is used as part of the evaluation process you will not be identifiable in any reports or monitoring data that are produced.

## Additional detail

Type	Use	Special category
<p><b>Contact Information</b></p> <p>Name, address, phone, email</p>	<ul style="list-style-type: none"> <li>• Make contact with the client in order to provide support</li> <li>• Provide a record of clients supported for audit and reporting purposes</li> <li>• Identify the client's general geographic location as part of the evaluation of the service.</li> </ul>	No
<p><b>Client Background information</b></p> <p>Date of Birth</p> <p>Gender</p> <p>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"> <li>• Used to help explore potential needs and concerns the client may have to determine the best support for them.</li> <li>• Used to determine the eligibility a client may have for different types of support</li> <li>• 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.</li> <li>• 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 there is a safeguarding concern.</li> </ul>	Yes
<p><b>Activity and Performance Information</b></p> <p>Record of date and nature of interaction with client</p>	<ul style="list-style-type: none"> <li>• To provide a record of interactions for monitoring purposes</li> <li>• To provide a record of support to enable effective</li> </ul>	No

(meeting etc) Record of organisations referred to	case management and follow-up with the client.	
<b>Case Notes and Information</b>	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

## Your right to withdraw consent

You have the right to withdraw your consent to Lily using your data. If you choose to do this, then this may impact on the service we are able to provide you with.

## How we store it

Your data is stored securely online on an Open Objects site controlled by The Borough Council of King's Lynn and West Norfolk. This service meets industry standard security requirements. Your data may also be stored on other secure databases used and controlled by The Borough Council of King's Lynn and West Norfolk.

Your data may be stored in the database and other software systems used by the providers listed below as part of their delivery of support to you. Where this is the case we make sure those systems are secure.

## Processing by other parties

The following organisations employ the Lily Advisors who provide you with support as part of the service. They have access to your data to enable them to provide that support and for us to be able to continue that support in the event of an individual's absence or other operational reasons, which may mean you need support from another member of the team.

West Norfolk Deaf Association, The Deaf Centre, Railway Road, King's Lynn PE30 1NF

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

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.

We share information with Norfolk County Council as part of the monitoring and evaluation of the service.

We will also provide feedback to referring organisations on the outcomes of the support we provide to you.

## How long do we keep your personal data?

Data will be retained by providers for up to 7 years.

Data in summary and report form where individuals are not identifiable will be kept indefinitely.

## GDPR & Your Rights

The EU General Data Protection Regulation (GDPR) is designed to protect individual residents of the EU's identities and right to privacy. In essence this gives people the right to know, understand and more importantly control what personal data any organisation collects about them.

Under GDPR you have the right to:

- be informed if your personal data is being used
- get copies of your data
- get your data corrected
- get your data deleted
- limit how organisations use your data
- data portability
- get your personal data from an organisation in a way that is accessible.
- object to the use of your data
- decisions being made about you without human involvement
- access information from a public body

You can read more about your rights under GDPR here: <https://ico.org.uk/your-data-matters/>

You can read more about organisations responsibilities under GDPR here: <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/>

## Access to personal information

You can make requests for access to your own personal information. Please visit [https://www.west-norfolk.gov.uk/info/20006/council\\_and\\_democracy/326/data\\_protection](https://www.west-norfolk.gov.uk/info/20006/council_and_democracy/326/data_protection) or call 01553 616200.

You will be asked to provide proof of identity. This can be a copy of your passport, driving licence, birth certificate or some other official document bearing your signature.

In some cases, we will also require a recent photograph of you for elimination purposes.

## How to contact us

This Privacy Information is provided to you by the Borough Council of King's Lynn and West Norfolk, which is the data controller for your data. **Our registered address is Kings Court, Chapel Street, King's Lynn, Norfolk, PE30 1EX.**

**Data Protection Officer  
Borough Council of Kings Lynn and West Norfolk  
Kings Court  
Chapel Street  
Kings Lynn  
Norfolk NR30 1EX  
Telephone: 01553 616270  
Email: [Dataprotection@west-norfolk.gov.uk](mailto:Dataprotection@west-norfolk.gov.uk)**

## Further processing

If we wish to use your personal data for a new purpose, not covered by this Privacy Notice, then we will provide you with a new notice explaining this new use prior to commencing the processing and setting out the relevant purposes and processing conditions.

## Your right to complain to the ICO

You can report any concern you have to the ICO <https://ico.org.uk/concerns/> . However, we would always hope to be able resolve and queries or problems first so if you do have any concerns please do get in touch.

## Changes to this notice

We keep this Privacy Notice under regular review and we will place any updates on our website at <http://asklily.org.uk/kb5/westnorfolk/cd/privacy.page>

**This privacy statement was last updated 10/09/2020.**