



Privacy Notice for Consultations and Surveys

This privacy notice explains how Borough Council of King's Lynn and West Norfolk ("BCKLWN", "we," "our," or "us") processes personal data during public consultations and surveys. We are committed to protecting the privacy of individuals who participate in these consultations or surveys and ensuring that personal data is handled in compliance with applicable data protection legislation, including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. Under this legislation, you have a right to know how we process your data and the purpose of that processing.

Why we collect your personal data

We collect and process personal data in relation to public consultations and surveys to gather opinions, feedback, and suggestions from residents and stakeholders on policies, services, and proposals. This helps us make informed decisions and/or improve services for the community.

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

- Service delivery
- Service improvement and planning
- Statutory requirement i.e. reporting to Government agencies.
- Regulatory, licensing and enforcement actions
- All lawful purposes, including but not limited to the prevention and detection of crime, including fraud and money laundering.

What personal data we collect

To carry out consultation and survey activities we may collect the following types of personal data where appropriate:

- Name
- Contact details (e.g., email address, phone number, postal address)
- Demographic information (e.g., age, gender, postcode, etc.)
- Opinions and feedback
- Any other information you choose to provide

The information collected and held will vary dependent on the topic and purpose of the consultation or survey.

How we use your data

We use your personal data for the following purposes:

- To analyse responses to the consultation or survey



- To contact you for further clarification or follow-up (if you have consented for us to do so)
- To compile reports, which may include statistical analysis and summaries of feedback, with personal identifiers removed.
- To ensure that diverse perspectives from the community are considered and Equality, Diversity and Inclusion (EDI) monitoring requirements are fulfilled.

Why we are allowed to use your data

We process your personal data based on the following legal grounds under the General Data Protection Regulation (GDPR):

- **Article 6(a)** The data subject has given explicit consent to process their personal data for a specific purpose.
- **Article 6(e)** Processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

These public task obligations come from various UK laws including but not limited to:

- **The Local Government Act 1999** This Act places a duty of Best value on local authorities to make arrangements to secure continuous improvement in the way in which their functions are exercised.
- **The Equality Act 2010** Under this Act, local authorities must meet the Public Sector Equality Duty which requires them to have due regard to the need to eliminate discrimination, advance equality of opportunity and to foster positive relations between different groups.

Special category data

On occasions we may ask for, or come into possession of, **special category data**. This is data that is sensitive such as your health, race or ethnic origin etc.

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

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

You can withdraw your consent at any time by contacting surveys@west-norfolk.gov.uk

Who we may share your information with

We may share personal information about you with the following parties:

- Internal teams involved in decision-making and service improvement.
- External consultants or service providers assisting in the consultation process.
- Government departments, where legally required.



We will not share your personal data with third parties for marketing or commercial purposes. Personal data will be anonymised for purposes of being included in consultation findings reports.

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](#) .

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](#).

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. Consultation and survey data is typically kept for 12 months after which it will be securely deleted or anonymised.

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.

How we keep your data secure

We have implemented appropriate technical and organisational measures to protect your personal data from unauthorised access, loss, or disclosure. This includes information handling policies and procedures, encryption, backups and access controls.

Changes to this privacy notice

We may update this privacy notice from time to time. Any changes will be posted on our website, and where appropriate, we will notify you via email or other communication channels.

Your privacy rights

Under data protection laws, you have the following rights in relation to your personal data:

- Right to access: You can request access to the personal data we hold about you.
- Right to rectification: You can request corrections to any inaccurate or incomplete personal data.
- Right to erasure: In certain circumstances, you can request the deletion of your personal data.



- Right to restrict processing: You can request that we limit the processing of your personal data.
- Right to object: You have the right to object to certain processing activities, including those based on our public task.
- Right to data portability: In some cases, you can request the transfer of your data to another party.

To exercise any of these rights, please contact us at data.protection@west-norfolk.gov.uk

More information

If you have any questions about this privacy notice or how we handle your personal data, please refer to our corporate Data Protection Policy at https://www.west-norfolk.gov.uk/info/20006/council_and_democracy/326/data_protection.

You can also contact the Data Protection Officer at:

Email: Data.Protection@west-norfolk.gov.uk

Tel: 01553 616200

Address: Data Protection Officer

Legal Services

Borough Council of King's Lynn & West Norfolk

Kings Court Chapel Street

King's Lynn

Norfolk

PE30 1EX

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO) if you believe that your data has not been handled in compliance with applicable data protection laws. The ICO's contact details can be found on their website at www.ico.org.uk.