

Privacy policy PlastiCity project – Surveying businesses and analysis of results January 2020

1. General

Southend-on-Sea Borough Council is committed to protecting your privacy.

This Privacy Policy sets out how we treat your personal information, allowing you to make informed choices about the personal information that you provide to us via Resource Futures (**the Consultants**).

This Privacy Policy applies to the details that will be submitted into the following surveys

- Behaviour and Attitudes survey (Southend –on Sea Borough Council); and
- Waste data flow survey (Resource Futures Ltd).

The data gathered will be analysed and used to forecast the commercial waste flows in Southend and to assess businesses attitudes towards plastic recycling.

Please read this Privacy Policy carefully before you begin to complete the survey. If you have any questions or issues please **Contact Us** at Dataprotection@southend.gov.uk

This Privacy Policy supplements and must be read in conjunction with our Terms and Conditions.

By taking part in the surveys and sharing your company details you will automatically be taken to have accepted the terms of this Privacy Policy.

If you do not want us to collect, use and share your personal information in this way then you should (depending on what it is you object to) **Contact Us** at Dataprotection@southend.gov.uk and ask for your information to be deleted.

We may make changes to this Privacy Policy at any time and such changes will be posted on the [PlastiCity Webpage](#), therefore, you should check this Privacy Policy regularly.

For the purposes of the Data Protection Legislation including the Data Protection Act 2018 (the “DPA”) and the General Data Protection Regulation (the “**Regulation**”), the data controller is Southend-on-Sea Borough Council (“**we**” or “**us**”).

2. What we mean by personal information

Personal information means any data from which you can be identified (including information such as your name, email address and contact details) and which concerns you. All personal information that we obtain from you via the PlastiCity surveys and in relation to the Plasticity project will be dealt with in accordance with the provisions of this Privacy Policy, the DPA and the Regulation.

3. Personal information that we collect

Your personal data is being collected by The Consultants as they have identified you as an active Southend business that has agreed to take part in the PlastiCity project.

As a participating local business the Consultant will ask you to complete the Plasticity surveys:

- Behaviour and Attitudes survey; and
- Waste data flow survey.

The Behaviour and Attitudes survey has been designed by the University of Portsmouth and it will be distributed by us.

The University of Portsmouth will receive the results of the surveys by company name. They will not receive any personal information or contact details. This information will be held securely by us.

The waste data flow survey has been developed by the Consultant and PlastiCity project partners and will be managed by the Consultant.

The Consultants will ask you for certain basic and personal information in order to profile your waste flows and learn more about your organisation, for example your name, email address, other contact information and information about your environmental policies, waste and recycling.

We will use your email address to provide you with a link to the Behaviour and Attitudes survey.

If you provide us with personal information about another person please confirm that they have appointed you to act for them, consented to the processing of their personal data and that you have informed them of our identity and the purposes (as set out below) for which their personal data will be processed.

By providing us with your personal information, you consent to the Council and the Consultants using your personal data for the purposes set out below.

4. How we use your personal information

We are processing your data in order to profile your waste flows and learn more about the plastic recycling challenges that affect businesses in Southend. This will then be used, along with other businesses data, to predict the current plastic and waste flows for Southend.

Having this data will allow us to assess the current situation, develop new business models to improve plastic recycling and measure success over the 3 year project period.

We are storing your personal data so that we can contact you about project updates and any events, workshops, networks, new online platforms, capitalisation studies, additional surveys, audits and other relevant activities in relation to the Plasticity project delivery.

We may also use information provided by you or statistical information collected, so that we can improve the waste and recycling services the Council offers.

We do not sell, trade or rent your information to other parties unless we have first obtained your consent. If you do give us permission, we will only share information with organizations we have carefully selected and believe to be reputable.

6. Data sharing

All personal data gathered by us and the Consultants will be controlled by the PlastiCity project team, which is part of the Waste, Environmental Care and Street Cleansing team of Southend-on-Sea Borough Council.

Survey data will be treated with the strictest of confidence and only anonymised waste flow and behavioural survey data will be shared with PlastiCity project partners, Interreg2Seas and the wider Southend community.

7. How long will we keep the personal data

Your personal data will be held until the end of the project 30th September 2022.

6. How we protect your personal information

We are strongly committed to data security and we take reasonable and appropriate steps to protect your personal information from unauthorised access, loss, misuse, alteration or corruption. We have put in place physical, electronic, and managerial procedures to seek to safeguard the information you provide to us.

8. Your rights, e.g. access, rectification, erasure

The data we are collecting is your personal data, and you have rights that affect what happens to it. You have the right to:

- a. know that we are using your personal data
- b. see what data we have about you
- c. ask to have your data corrected, and to ask how we check the information we hold is accurate
- d. ask to have your data deleted
- e. complain to Dataprotection@southend.gov.uk

In some circumstances you may also have the right to withdraw your consent to us having or using your data, to have all data about you deleted, or to object to particular types of use of your data. We will tell you when these rights apply.

10. Contact us

If you have any queries about how we use your information or meet our obligations for data protection please visit us [here](#) or contact us at Dataprotection@southend.gov.uk