

Privacy policy PlastiCity project – Surveying businesses and analysis of results March 2021

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 you provide to us via Resource Futures and SOENECS.

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

- Behaviour and Attitudes survey (Southend-On-Sea Borough Council);
- Waste data flow survey (Resource Futures Ltd); and
- Business case development ad workshop planning (SOENECS).

The data gathered will be analysed and used to forecast the commercial waste flows in Southend, to assess business attitudes towards plastic recycling and to develop new circular business plans.

Please read this Privacy Policy carefully before you begin to complete the surveys and engage in the project activities. 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, project activities and sharing your company details, you agree to accept the terms of this Privacy Policy.

If you don't wish your personal data to be used in the manner described in the Personal Data Protection Policy, please **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;
- Waste data flow survey; and
- Business case development and workshop planning.

The Behaviour and Attitudes survey has been designed by the University of Portsmouth (UoP), and it will be distributed by both us and UoP.

The results of the surveys along with the company name, personal information or contact details, will be shared with the UoP and this will allow them to follow up with businesses regarding the survey and survey results.

The waste data flow survey and the business case development surveys have been developed by Resource Futures, SOENECS and us and will be managed by Resource Futures, SOENECS and us.

Resource Futures and SOENECS 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 and the business development surveys.

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 agree to the Council, Resource Futures, SOENECS, and the UoP 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 be able to profile your waste flows, to learn more about the plastic recycling challenges that affect businesses, to provide details on workshops and circular economy training events and to investigate the opportunities for new plastic recycling business cases in 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 will 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 the information provided by you or statistical information collected so that we can improve the waste and recycling services we offer.

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 organisations we have carefully selected and believe to be reputable.

6. Data sharing

All personal data gathered by us, Resource Futures, SOENECS and the UoP 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 other 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. Once the data is no longer required, it will be destroyed or disposed of securely.

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 organisational procedures in order 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 processing 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 how we meet our obligations for data protection please see the information on our website [here](#) or contact us at Dataprotection@southend.gov.uk