

# Privacy Policy Website and MySouthend

## General

Southend-on-Sea City Council are committed to protecting your privacy online.

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 the website [www.southend.gov.uk](http://www.southend.gov.uk) (or its replacement or successor URL or otherwise in relation to the services offered by us via that website (the "Website")).

This Privacy Policy applies to your use of the website notwithstanding the terms contained on any other website.

Please read this Privacy Policy carefully before you start to use the Website. If you have any questions or issues, please contact us at [dataprotection@southend.gov.uk](mailto:dataprotection@southend.gov.uk)

This Privacy Policy supplements and must be read in conjunction with our [Terms and Conditions](#).

**By accessing and using the Website and submitting any personal information to us via the Website you will automatically be taken to have accepted the terms of this Privacy Policy.**

If you do not want us to collect, use and transfer your personal information in this way then you should contact [dataprotection@southend.gov.uk](mailto:dataprotection@southend.gov.uk) to request that your information be deleted.

Please note that, depending on the reason for your contact with MySouthend, if we are unable to record certain basic information this may impact on the service we are able to provide to you.

We may make changes to this Privacy Policy at any time and such changes will be posted on this page, therefore, you should check this Privacy Policy regularly.

For the purposes of the Data Protection Legislation including the Data Protection Act 2018 and the General Data Protection Regulation (GDPR), the data controller is Southend-on-Sea City Council ("we" or "us").

## 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 password) and which concerns you. All personal information that we obtain from you via the website and in relation to the website will be dealt with in accordance with the provisions of this Privacy Policy, the Data Protection Act 2018, and the UK GDPR.

## Personal information that we collect

If you register with MySouthend on the website as a user, we ask you for certain basic and personal information to build up your user profile, for example your name and email address.

We may collect and process the following data about you:

- information that you provide via the "Create an account" page when registering to use MySouthend, including your name, email address, and any updated information you provide from time to time to access services
- information you provide via the "My Account" page
- information you provide when you request a service or information
- additional information we may request from you from time to time either by contacting you directly or through MySouthend, for example, to clarify or expand on information that you have already provided. Although there will be no obligation on you to provide this additional information, it may impact on our ability to service your request
- details of your visits to MySouthend including, but not limited to, traffic data, location data, and other communication data, in order to improve information and make your visits to the website and MySouthend more rewarding.

The "Create an account" page clearly indicates which information is required or optional when registering.

If you provide us with information about another person, you confirm that they have appointed you to act for them, consent to the processing of their personal data including sensitive 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 own personal information, you consent to our processing your personal data for the purposes set out below.

## How we use your personal information

We use personal information held about you in the following main ways:

- so that we can administer and support service and information requests
- to provide you with access to the appropriate areas and functions of MySouthend (including particular content)
- to contact you by email from time to time
- to notify you occasionally about important changes or developments to MySouthend
- for registered users to access and be updated on the status or progress of service requests
- for assessment and analysis to enable us to review, develop and improve the services we offer
- for other purposes to which you have given your explicit consent

We do not sell 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. We may also provide statistics about our traffic patterns and related site information to third parties, but we will not supply any personal information that would enable you to be identified.

We may need to share your information with our service providers and agents for the purpose of fulfilling services on your behalf.

For example, our website and MySouthend service is provided by Jadu Creative Ltd, and the Revenues and Benefit Citizens Access Service is provided by NEC Software Solutions. For this reason, we will share your personal data with Jadu and NEC. Your data will only be used for the purposes which you have authorised within Jadu and NEC and will not be used by them for any other purpose. Within MySouthend we also use an email delivery service called

Mailgun. Mailgun only keeps your data for as long as it is necessary to provide this service. See <https://www.mailgun.com/gdpr/> for more information.

We also contract external organisations to deliver services on our behalf and it is necessary to share information with them so that they can provide those services, for example:

- our recycling and waste collection contractor
- our parking enforcement contractor

We may also disclose your information to other service areas of Southend-on-Sea City Council or any of our subsidiary or holding companies and any successor body to us for the purpose of providing a service to you.

Otherwise, we reserve the right to give your personal information to a third party without your consent only where we believe that such disclosure is:

- (1) required by law or
- (2) necessary to assist in the prevention or detection of any criminal action (including fraud) or
- (3) is in the overriding public interest and is permitted by law.

## Cookies

Cookies are text files placed on your computer to collect standard internet log information and visitor behaviour information. This information is used to track visitor use of the website and to compile statistical reports on website activity.

For further information visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org)

You can set your browser not to accept cookies and the above websites tell you how to remove cookies from your browser. However, in a few cases some of our website features may not function as a result. More information about the cookies we use is available on the [Terms and Conditions](#) page.

## How we protect your personal information

We are strongly committed to data security, and we take all 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.

However, owing to the nature of the internet, we cannot guarantee the security of any information you transmit to us. We recommend that you take every precaution to protect your personal information while you are using the Website, MySouthend and the internet.

## How long we keep your personal information

The personal information that you submit on a form will be processed by the MySouthend system. It may also be processed by other Council systems and service areas as necessary to resolve your request. Your information will not be held in any system for longer than required and in most cases will be deleted a short period after your request has been resolved; this will be in line with each service area's retention schedule. Your personal information may be anonymised for the purposes of operational service requirements (e.g. statistical reporting). If there is a legal reason or a justified requirement to keep the information, we may retain the personal information for a longer period.

If you are a registered user and cease to access MySouthend for over 2 years, we will disable your user account. If you wish to use MySouthend after such period has elapsed, then you will need to re-register with us.

Any references to you in any other current records held by the Council and any statistical or anonymised information (from which you cannot be identified) may be kept for longer periods.

## Updating your personal information

If you are a registered user, you can update your personal information on your “My Account” page. If you have any other queries relating to the information held by the Council about you, please contact [dataprotection@southend.gov.uk](mailto:dataprotection@southend.gov.uk)

## Access to your information and correction

You have the right to request a copy of the information that we hold about you. If you would like a copy of some or all your personal information, please complete a [Subject Access Request Form](#) or write to the following address Data Protection, Civic Centre, Victoria Avenue, Southend-on-Sea, Essex, SS2 6ER.

We want to make sure that your personal information is accurate and up to date. You may ask us to correct or remove information you think is inaccurate by contacting [dataprotection@southend.gov.uk](mailto:dataprotection@southend.gov.uk)

## 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 [dataprotection@southend.gov.uk](mailto:dataprotection@southend.gov.uk)

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