

“South Ayrshire Council – Public Affairs” - Participation Privacy Notice

As the ‘data controller’ for the personal information – or data – we hold about you, **South Ayrshire Council** decides how your personal information is used/processed, and what it is used for. This statement provides more details about this and provides information on how to get in touch with us if you need to know more.

Your personal data – what is it?

Personal data is information relating to a living person who can be identified from that data. Identification can be based on the information alone, or in conjunction with any other information. The processing of personal data is governed by the General Data Protection Regulation 2016 (GDPR).

What Personal Data will we collect from you?

When you agree to take part in a South Ayrshire Live article or have your images taken for promotional, publicity or training purposes, we will need to collect some personal information from you as well as any image. We will need information relevant to the article/promotion/publicity/training and to allow us to contact you regarding your involvement. This personal data will routinely collect is your:

- **Name**
- **Address**
- **Telephone number**
- **Photographic images**

How will we use your information?

We may use your name, address and telephone number to contact you.

Your name and photographic image will only be used for the purposes explained in the Council’s consent form which you will be required to complete.

What is the legal basis for using/sharing your information?

Our legal basis for processing your personal data is you have freely given your consent to the processing of your personal data for one or more specific purposes as described in the completed consent form.

Who will we share your information with?

- We will not share your address or telephone number with any third party and this data will only be used by us to contact you regarding the purposes for using your image
- Your name and photograph depending on the purpose you have agreed to may be posted online, be distributed through Council Social Media platforms, e.g. Twitter, Instagram and Facebook, used in promotional or training materials.

How long do we keep hold of your information?

We keep your personal data no longer than reasonably necessary. And only for as long as we have reasonable business needs, and have your consent.

We will seek to refresh your consent every three years.

What are your rights?

You can ask us to:

- correct your personal information if it is inaccurate;
- complete your personal information if it is incomplete;
- restrict the processing of your personal information in certain circumstances; and
- erase your personal information in certain circumstances.
- You also have the right to object to the processing of your personal information.

What about Automated Decision- Making?

Our service does not use automatic decision making.

Do you require this statement in a different format?

Please contact us if you require this information in an alternative format.

How can you get in touch with us?

If you wish to obtain any records held by the Council relating to you, or if you have any general data protection queries, please contact the Council's Data Protection Service at:

Data Protection Officer
South Ayrshire Council
County Buildings
Wellington Square
Ayr
KA7 1DR

Email: DataProtection@south-ayrshire.gov.uk

Telephone: 01292 612 223

Are you dissatisfied with the way your Personal Information has been handled?

If you are unhappy with the way we have dealt with your personal information, you can complain to the Council's Data Protection Officer using the contact details noted above.

If you remain dissatisfied after contacting us, you have the right to complain to the Information Commissioner (<https://ico.org.uk/for-the-public/>):

Information Commissioner's Office – Scotland
45 Melville Street
Edinburgh
EH3 7HL

Email: Scotland@ico.org.uk

Telephone: 0303 123 1115