

Email Marketing – Privacy Notice



Date and version

16 May 2018. V.1

What this privacy notice is for

Our core data protection obligations and commitments are set out in the council's primary privacy notice at www.oldham.gov.uk/dataprotection

This notice provides additional privacy information for:

- Email Marketing

Updating our privacy notices

We may update or revise our privacy notices at any time so please refer to the version published on our website for the most up to date details

What we use your information for

We collect your personal information for the following purpose(s):

- To send information or notifications about events, news and issues happening across the borough

What categories of personal information we use

Personal information can be anything that identifies and relates to a living person. This can include information that when linked with other information, allows a person to be uniquely identified. For example, this could be your name and contact details.

The law treats some types of personal information as 'special' because the information requires more protection due to its sensitivity. This information consists of:

- Racial or ethnic origin
- Sexuality and sexual life
- Religious or philosophical beliefs
- Trade union membership
- Political opinions
- Genetic and bio-metric data
- Physical or mental health
- Criminal convictions and offences

In order to carry out these purposes we collect and obtain the following personal information.

Category of personal data	Special/Sensitive
Email address, Name, Postcode, Date of birth, Interests	No

Legal basis for processing

The legal basis for processing and or sharing your personal information is:

To send information or notifications about events, news and issues happening across the borough based on opt-in consent.

Information sharing/recipients

We don't share your data with any third parties except in order to use the Mailchimp platform to manage email marketing services

Data transfers beyond EEA

MailChimp has annually certified their agreement to EU/US and Swiss Safe Harbour Frameworks since 2007. They have certified our agreement with these Privacy Shield Frameworks. See their [Privacy Policy](#) for more details. Under MailChimp's [Terms of Use](#) and [Privacy Policy](#), we are be compliant with all applicable laws.

Automated decisions

If you decide to unsubscribe from our email marketing service mailchimp will automatically remove your data from their platform.

How long we keep your data

Your data will be held on the MailChimp platform but you can unsubscribe or update your preferences at any time by clicking on the respective links contained in every email we send. Alternatively, if you would like to unsubscribe, please click [here](#) or to update your preferences, click [here](#).

Where can I get advice

More information on how to seek advice in order to exercise your rights, raise a concern or complain about the handling of your personal information by the council can be found at www.oldham.gov.uk/dataprotection.