

Trading Standards Privacy Notice



Oldham
Council

Date and version

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:

- Residents / members of the public, businesses and professional persons or bodies that engage with the service.

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 or obtain your personal information for the following purpose(s):

- To *monitor* and ensure compliance with statutory requirements;
- To investigate and enforce *trading standards and related legislation*
- Provide updates on changes to legislation and other relevant information:
- To improve service performance.
- To provide advice to businesses
- Submission of statistical return (statutory or otherwise)
- Intelligence dissemination

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
Personal/Business Details (e.g. name, address and contact details)	No
Demographic (financial information)	Yes
Criminal convictions and offences	Yes

Legal basis for processing

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

- Where we have a legal obligation or it is in the public or our legitimate interest
- If you fail to provide certain information when requested, we may not be able to process the application that had been made.

Examples of the legislation that support this are listed below:-

- Agriculture Act 1970
- Animal Welfare Act 2006
- Animal Health Act 1981
- European Communities Act 1972
- Fraud Act 2006
- Trade Marks Act 1994
- Consumer Protection Act 1987
- Consumer Rights Act 2015
- Weights & Measures Act 1985
- Copyright, Designs & Patents Act 1985
- Proceeds of Crime Act 2002
- Licensing Act 2003

Information sharing/recipients

We may share personal information about you with the following organisations:

- Fire Service
- Other parts of the Council
- Providers of goods and services
- Other Local Authorities
- Police Forces
- Central Government Departments and Executive Agencies
- Third sector organisations or groups – RSPCA / Trade associations / brand protection companies etc.

As well as information collected directly from you, we also obtain or receive information from:

- Other parts of the Council
- Partners and other public bodies
- Central & Local Government
- *Third party organisations / groups – RSPCA / trade associations etc*

Data Transfers beyond European Economic Area

We do not transfer any of your personal information outside the European Economic Area ('EEA').

Automated Decisions

All the decisions we make about you involve human intervention.

How long we keep your data

We will only keep your personal information for as long as the law specifies or where the law does not specify this, for the length of time determined by our business requirements.

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 in the council's privacy notice which can be found at www.oldham.gov.uk/dataprotection