

## Privacy Notice for Seafront Services

### Why we are collecting your data

Eastbourne Borough Council is a data controller and collects your personal data in order to provide the service you have requested from us. We will only collect the personal data from you we need in order to provide this service to you.

### What is the legal basis for processing this data?

We do this either as a task carried out in the public interest, for the performance of a contract with you, or with your consent. We will not be able to provide the service to you without the personal data you provide us with.

### What we collect

We may collect the following information:

- Contact information including name, address, email and telephone number
- Demographic information such as postcode, preferences and interests
- Other information relevant to customers surveys and/or offers

### Who will your information be shared with?

Your personal information is only accessible by officers in the Seafront Services team.

We may disclose information to third parties where it is necessary, either to comply with a legal obligation, or where permitted under the General Data Protection Regulation; this includes Datatag in respect of Boat Berth, Jet Ski Launch and Windsurf Launch Permits.

Where we need to disclose sensitive information such as medical details to a third party, we will only do so once we have obtained your explicit consent, or where we are legally required to. We may disclose information when necessary to prevent risk of harm to an individual.

The councils are required by law to protect the public funds they administer. We may use any of the information you provided for the prevention and detection of fraud. We may also share information with other bodies that are responsible for auditing or administering public funds, including the Cabinet Office.

The Cabinet Office requires councils to participate in data matching exercises to assist in the prevention and detection of fraud. Councils are required to provide particular sets of data to the Cabinet Office for this purpose and cannot refuse to hand over this data.

### We will not

- Use your information for marketing or sales purposes without your prior explicit consent.
- Send or store your data abroad.
- Make decisions about you based on automated processing.

### **How long will we hold your data for?**

We will not keep your personal information longer than needed for the purpose for which it is collected and will follow the retention and disposal guidance produced by the Local Government Association.

### **Your rights**

You are entitled to request a copy of any information about you that we hold.

If the information we hold about you is inaccurate you have a right to have this corrected and you have the right to request completion of incomplete data.

You have the right to request the erasure of your personal data in certain circumstances ('right to be forgotten').

You have the right to request that we stop, or restrict the processing of your personal data, in certain circumstances. Where possible we will seek to comply with your request, but we may be required to hold or process information to comply with a legal requirement.

You have the right to object to the processing of your personal data in certain circumstances. We may still be required to hold or process information if there are legitimate grounds for doing so.

If you are dissatisfied with how the councils have used your personal information you have a right to complain to the Information Commissioner's Office at [casework@ico.org.uk](mailto:casework@ico.org.uk)

### **Identity of Data Protection Officer**

Data Protection Officer – Oliver Dixon, Senior Lawyer

### **Contact details**

Eastbourne Borough Council, Eastbourne Town Hall, Grove Road, Eastbourne, BN21 4UG

Email: [accesstoinformation@lewes-eastbourne.gov.uk](mailto:accesstoinformation@lewes-eastbourne.gov.uk)

Tel: 01323 415000