

Fair Processing Notice – Trading Standards

1. Why do we collect and keep your personal information?

We collect and use your personal information so that we can fulfil the statutory duties of Pembrokeshire County Council Trading Standards.

The Processing of your data is:

- Because we have a legal obligation to do so.
- Because it is necessary for the performance of this task to do so.

We also process personal data relating to criminal convictions and offences in respect of Article 10 and the DPA 2018.

2. How Information about you is used.

The information provided will be processed according to the General Data Protection Regulations 2016 and specified Trading Standards Legislation (further details available on request).

We have a duty to protect the public funds we administer and may use the information provided to cross check with external bodies and organisations or other sections of Pembrokeshire County Council.

We will also make any disclosures required by law and we may also share this information with other bodies responsible for detecting/preventing fraud or auditing/administering public funds to ensure money is targeted and spent in the most appropriate and cost effective way. In order to achieve this, information may be shared with other internal departments within Pembrokeshire County Council and with The Auditor General for Wales.

We will not make any disclosures to third parties for marketing purposes.

Your data will be secure and confidential at all times and we will only collect the personal information that is required. In dealing with a complaint or service request your identity will not be disclosed to the person complained against, without your consent. (Depending on the nature of the complaint or service request, the withholding of your details may then however make it difficult or impossible for the service to deal effectively with the matter).

Additionally, in order to effectively deal with your complaint or service request, it may be necessary to pass your information to another enforcement body or another source of advice. Examples of these include - the Police, Action Fraud, various Industry Regulators or Ombudsman schemes, or another local authority trading standards service that is better located to deal with your particular service request or complaint.

Where necessary, we may share your data with other service providers responsible for protecting and supporting vulnerable people.

Data may also be disclosable in response to a request made under the Freedom of Information Act 2000.

3. How long do we keep hold of your information?

We will retain the information provided to us for six years, and your information will be securely disposed of once it is no longer required.

Weighbridge operator certificates will be retained for 50 years.

4. Access to my personal information?

You can find out if we hold any personal information by making a subject access request under the General Data Protection Act Regulations 2016. To make a request for any personal information we may hold you need to put your request in writing addressing it to:

Access to Records Team

Pembrokeshire County Council
County Hall
Haverfordwest
SA61 1TP

5. Your Rights.

Under the General Data Protection Regulations 2016, you have rights as an individual which you can exercise in relation to the information we hold about you:

- The right of **access** – you are entitled to request access to and a copy of, information we hold about you
- The right to **rectification** – you have the right to ask to have your information corrected.
- The right to **restrict** processing may apply – you may request that we stop processing your personal data however, this may delay or prevent us delivering a service to you. We will seek to comply with your request but may be required to hold or process information to comply with our legal duties.
- The right to **object** – this is not an absolute right and will depend on the reason for processing your personal information.
- The right to **not be subject to automated decision-making and profiling.**

6. Complaints or Queries.

Pembrokeshire County Council endeavours to meet the highest standards when collecting and using personal information. For this reason, we take any complaints we receive about this seriously. We encourage people to bring to our attention if they believe that our collection or use of information is unfair, misleading or inappropriate.

This privacy notice does not provide exhaustive detail of all aspects of our collection and use of personal information. However we are happy to provide any additional information or explanation needed. Any requests for this should be sent to the address below:

Jo Hendy, Data Protection Officer
Pembrokeshire County Council
County Hall
Haverfordwest
SA61 1TP

Email: dataprotection@pembrokeshire.gov.uk

Telephone: 01437 764551

If you want to make a complaint about the way we have processed your personal information, you can contact the Information Commissioner's Office as the statutory body which oversees data protection law:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
SK9 5AF

Email case worker@ico.org.uk Telephone No: 0303 123 1113

7. Changes to this privacy notice.

We keep our privacy notice under regular review.