

Privacy Notice – Chatbot

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

The information collected from you by the chatbot may include:

- A unique web customer identifier code
- Your first and last names
- Location and postcode
- Email address
- The topics in which you have expressed interest during the conversation with the chatbot
- The timestamp of your interactions and your acceptance of these terms and conditions

Additionally this may include, your conversation history e.g. any manually inputted text and responses to questions from the chatbot, feedback ratings and comments you have made in the chat.

The Processing of your data is:

- Because you have given your consent to do so

2. How Information about you is used.

Based on your consent, this information will be used by PCC for the purpose of providing the most relevant experience for you. We will remember your selections in order to tailor answers, remember your preferences to send you appropriate reminders and provide location-specific resources.

Specific information related to your Facebook profile will be shared by Facebook with the chatbot for the duration of your session (i.e. your interaction with the chatbot), in order to personalise the chat.

The information that Facebook will share is:

- Your first and last names
- Location and language e.g. (en_GB)
- Gender
- Profile image.

This information will be stored on our chatbot application. PCC will not share your information with anyone who is not directly connected with the chatbot.

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

Once you have ended the chatbot session, the information will be held on Facebook messenger for one month then deleted, and PCC will have no further access. Your conversation history will be held on the chatbot application for six months and then stored anonymously for 3 years to help train the chatbot.

If you request the right to Erasure - We will delete all the data that has been recorded during your conversations with the chatbot from PCC databases and we will inform you when the request has been processed.

Please note: When you request the deletion of data held about you, PCC will remove your user profile, preferences and history from its databases, however; your conversation history will still be retained by Facebook in line with the Facebook platform user agreement you agreed directly with them.

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, please contact:

Access to Records Team
Pembrokeshire County Council
County Hall
Haverfordwest
SA61 1TP

accesstorecords@pembrokeshire.gov.uk

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, not all rights will apply it will depend on the legal basis for processing your data.

- The right to be **Informed** – Individuals have the right to be informed about the collection and use of their personal data. This is a key transparency requirement under the GDPR
- 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 **Erasure** – this is not an absolute right and will depend on the reason for processing your personal information
- The right to **Data Portability** – This only applies to data processing that is carried out by automated means
- 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.
- You can **withdraw your consent** to the processing at any time.

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.