

# Communications and Engagement

We are committed to keeping your personal information safe and processing it in accordance with our obligations under the General Data Protection Regulation.

We will keep your information accurate and up to date and we will not keep your information longer than necessary. The Isle of Wight Council is the data controller for all personal information that it processes.

You can contact our Data Protection Officer by emailing [information@iow.gov.uk](mailto:information@iow.gov.uk). Or write to Data Protection Officer, County Hall, High Street, Newport, IW PO30 1UD.

This privacy notice explains how Communications and Engagement use your personal information and the ways we protect your privacy. This notice applies to all personal data collected for or on behalf of us.

## Purpose of processing and legal basis for processing your personal information

By signing up to receive electronic news (e-mailed HTML news content) from the Isle of Wight Council, you are consenting to the council to send you emails relating to your preferences on the topics identified that you can select/deselect at any time. The council will continue to send you content relevant to your preferences until such time that/if you choose not to receive this anymore. You can deactivate your account and deselect/change your preferences at any time. Preferences are related to council services and council priorities.

## How we use your information

We will collect the basic information required from you in order to tailor your communications preferences via email; including your email address, name and location (postcode), as well as the preferences for information/topics that you wish to receive information about.

The council uses [Granicus](#) to issue its electronic news communications.

Our general electronic newsletter will contain a variety of different topics on a regular basis – please ensure that if you wish to receive this that you sign up to receive this as well as any specific topics you are interested in, otherwise you may miss out on valuable information. Where relevant, you may receive this general electronic newsletter if you have subscribed to receive information on specific topics, if the content within the ‘general’ newsletter is explicitly relevant to your preferences.

## Who we share your information with

We will only share your personal information when we are permitted to or are required to by law or we have your consent to do so.

We do not pass personal data to other organisations for marketing purposes without your consent.

Your personal information may be processed by an external service provider acting on our behalf to provide services.

## Retention period or criteria used to determine the retention period

We will keep your personal information only for as long as it is needed for the purpose for which it was collected. Further details can be found in our [retention policy](#).

## Your legal rights

Under some circumstances, you have rights under data protection laws in relation to your personal data. Please note not all these rights apply to all processing. You have the following rights:

- The right to be informed – you have a right to be told how we use your personal data
- The right of access – you have the right to request a copy of the information that we hold about you
- The right to rectification – you have a right to ask us to correct information we hold about you if it is wrong
- The right to erasure (right to be forgotten) – in certain circumstances you can ask for the data we hold about you to be erased from our records
- The right to restrict processing – where certain conditions apply you have a right to restrict the processing
- The right to data portability – you have the right to have the data we hold about you transferred to another organisation
- The right to object – in some circumstances you have the right to object to your personal data being used

Rights of automated decision making and profiling. You have the right for any decision made by a computer to be reviewed by a human being. You can object to us profiling your behaviours and characteristics.

Some of the rights are complex, and there are circumstances where your rights will not apply. For example, the right to erasure will not apply if your personal data is required to comply with a legal obligation. We recommend you read the guidance notes from the [Information Commissioners Office](#).

## Queries and complaints

If you have a complaint about the processing of your personal data, please contact us by:

- emailing [dpo@iow.gov.uk](mailto:dpo@iow.gov.uk)
- writing to Data Protection Officer, County Hall, High Street, Newport, IW PO30 1UD

If you are not satisfied following an internal complaint, you can lodge a complaint with the [Information Commissioners Office](#).

View the Isle of Wight Council's [overarching privacy notice](#).