

Trading Standards

The Isle of Wight Council is 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. The council's Data Protection Officer can be contacted by emailing dpo@iow.gov.uk or write to, Data Protection Officer, County Hall, High Street, Newport, IW PO30 1UD.

This privacy notice explains how Trading Standards uses your personal information and the ways in which we protect your privacy. This notice applies to all personal data collected for or on behalf of the council.

How we use your information

To enable us to carry out our functions, it may be necessary for us to collect or process your personal information. This may include:

- Your name
- Your telephone number
- Your email address
- Your date of birth
- Your medical details
- Your property details (such as your address)
- Your vehicle details (such as your vehicle registration number)
- Your bank details
- National Insurance Number

If necessary, we may share your information with the following Isle of Wight Council internal services:

- Council Tax
- Business Rates
- Environmental Health
- Planning
- Housing
- Emergency Management
- Public Health
- Licensing
- Children Services
- Adult Services

The Isle of Wight Council is required by law to protect the public funds it administers and may share information provided to it with other bodies responsible for auditing or administering public funds. We participate in the Cabinet Office's National Fraud Initiative: a data matching exercise to assist in the prevention and detection of fraud. We are required to provide particular sets of data to the Minister for the Cabinet Office for matching. View more information on Counter fraud and Corruption.

If necessary, we may share your information with the following external organisations:

- Island Roads
- Hampshire and Isle of Wight Constabulary or any other relevant Police Force
- Home Office
- NHS
- Hampshire & Isle of Wight Fire & Rescue Service

- Trading Standards South East
- Food Standards Agency
- Animal and Plant Health Agency
- Department for Environment, Food & Rural Affairs (DEFRA)
- Office for Product Safety and Standards
- National Crime Agency

Retention period or criteria used to determine the retention period

We will retain 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 the councils 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
- 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](#).