

SERVICE DESIGN FOR USER RESEARCH PRIVACY NOTICE

Short Privacy Notice – Service Design for User Research

In order to serve you effectively and create services that are designed around customers we are using a service design model that includes user research and we need to collect and hold some of your personal data.

Personal data will be handled in accordance with the General Data Protection Regulation / Data Protection Act 2018 and other relevant legislation and will not disclose your data to any other third party, unless allowed or required to do so by legislation. For further details about the processing of your personal data please see the [Full Privacy Notice](#) and other information on our Data Protection and Privacy web page.

Full Privacy Notice – Service Design for User Research

Data Controller

North Lincolnshire Council. Where this is different this will be advised at the point personal data is requested or used. For example, we sometimes work with partner organisations to carry out research and in those instances they may be the Data Controller.

Contact details

North Lincolnshire Council Service Design Team:

Church Square House
30-40 High Street
Scunthorpe
North Lincolnshire
DN15 6NL

Email: servicedesign@northlincs.gov.uk

Telephone: 01724 297000

Website: www.northlincs.gov.uk

Purpose of this Privacy Notice

This Privacy Notice tells you about how North Lincolnshire Council is using personal data in relation to service design user research.

What do we mean by personal confidential data?

Personal data relates to living persons and is information that can be used to identify an individual such as name, date of birth, address, or postcode.

What data do we have?

Contact details such as name, address, phone number and email.

Personal details if relevant such as ethnicity, disability, gender would only be collated for purpose of demographic variety in the research undertaken and would be anonymised.

What do we do with the data we have?

We are processing your data for the purpose of discussing with you, your experiences, views, and journey using council services and processes and using that information and feedback to improve services.

“Important”

The information you provide in response to our research will not be linked to your personal information, accounts or other services within the council in any way and will be anonymous unless we have a legal duty to do so or you give us permission to share.

Who do we share your data with?

We may share personal information with organisations who are working with us to carry out research.

How do we get your person data and why do we have it?

We collect personal data when carrying out research to improve council services. Under the GDPR legislation we can use personal information if we have a lawful basis (proper reason) to do so.

In some instances we will rely on the lawful basis of consent and in other instances we will rely on the public interest lawful basis where the research benefits society as a whole and in accordance with our powers as set out on S111 of the Local Government Act 1972. We will communicate this at the start of any research.

The lawful bases we are relying on to process personal data are:

- Consent – Article 6(1)(a).
- Public Interest – Article (6)(1)(e)

The lawful bases we are relying on to process special category personal data are:

- Consent - Article 9(2)(a).
- Substantial Public Interest – Article 9(2)(g)

Where we are relying on Article 9(2)(g) we also need to meet one of 23 specific substantial public interest conditions set out in Part 2 of Schedule 1 of the DPA 2018. In this instance we would meet the equality of opportunity or treatment condition or the statutory and government purposes condition.

Please note that we will not process your personal data for a purpose that is incompatible with the reason it was collected for unless this is allowed or required under Data Protection legislation.

How do we store your information and for how long?

Our employees have contractual obligations of confidentiality, enforceable through disciplinary procedures and receive appropriate training on confidentiality and other aspects of Information Governance.

We take organisational and technical measures to ensure the information we hold is secure – such as using secure locations, restricting access to authorised personnel and protecting personal and confidential information held electronically. We only exchange personal confidential information using secure methods, such as encrypted email.

Your personal data is retained in accordance with national guidance and our legal obligations. In this instance we will retain your personal data for the length of time for as long as is necessary to provide the necessary services or support, and to respond to any queries or complaints. The personal data may be anonymised and kept for a longer period for statistical purposes.

Can I withdraw consent?

Yes, where the personal data has been collected and processed on the basis of consent.

Your Data Protection Rights

Under Data Protection law, you have rights including:

- **Your right of access** - to ask us for copies of your personal information.
- **Your right to rectification** - to ask us to rectify information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.
- **Your right to erasure** - to ask us to erase your personal information in certain circumstances.
- **Your right to restriction of processing** - to ask us to restrict the processing of your information in certain circumstances.
- **Your right to object to processing** - to object to the processing of your personal data in certain circumstances.
- **Your right to data portability** - to ask that we transfer the information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at customerservice@northlincs.gov.uk, 01724 297000 or North Lincolnshire Council, Church Square House, 30 – 40 High Street, Scunthorpe, DN 15 6NL if you wish to make a request.

How to Complain

The main point of contact at the council for Data Protection matters is our Data Protection Officer (DPO). If you have any Data Protection concerns about the collection of personal data for COVID19 and wish to make a complaint please contact our DPO, as follows:

Phillipa Thornley

Email: informationgovernanceteam@northlincs.gov.uk

Tel: 01724297000

Post: North Lincolnshire Council, Church Square House, 30-40 High Street, Scunthorpe, DN15 6NL

If you remain unhappy after having raised concerns with the Information Governance Team you have the right to appeal to the Information Commissioner, as follows:

Website: [Information Commissioner's Office](#)

Post: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

Tel: 03031231113