

Tonbridge & Malling Borough Council – Media & Communications Services

Privacy Policy

The Media & Communications team is part of Tonbridge & Malling Borough Council (TMBC). This privacy policy sets out how we use your personal information.

Topics:

1. What information do we use:

- Personal information such as name, address, email address and telephone number.
- More sensitive information such as your image on a photograph. This is called Special Category Information.

2. Why do we use your information:

General Personal Information

We use your information where it is necessary to perform tasks in the public interest or for our official functions. Your information is used to:

- Deal with a media or other enquiry that you have submitted.
- Enable us to assist with partnership or other community events or services .
- Enable us to contact you regarding services that you are providing on our behalf or which you wish to access.
- Gain your consent for the use of images.

Special Category Information

We may use your photograph, where you have agreed that we may, giving it to the press or media or using it on social media or in publications to promote Council community and partnership activities, events and services. If the picture is of a child aged 16 years or under we need the consent of their parent/guardian for us to be able to publish the pictures taken. Images may be used again by the Council to promote similar activities, events or services.

3. How do we collect information from you:

- We may receive this information directly from you with your consent.
- Third parties may share information with us e.g. Schools, clubs, organisations, businesses and other members of the public may provide us with photographs of Council/partnership events/community activities and services.

4. Safeguarding your information

We hold your data for such periods as may be necessary after any activity, event or service has taken place. In the case of images, data will usually be held for two years. However, data may be held for longer if it is of significant importance to the history/profile of the borough. In the case of media contacts and partnership organisation contact data, we will hold this data for as long as we need to continue to communicate with with these contacts with regard to the Council's ongoing business.

5. Sharing your information

We share information with:

- Internal services within TMBC for the purposes of checking event details or responding to media-related enquiries and dealing with the promotion of an event/service.
- The media/press for promoting events/services (but only with your specific consent).
- Third parties where the information has come from them in the first place.

6. Access to your information and correction

You have the right to request a copy of the information that we hold about you. If you would like a copy of some or all of your personal information, please contact Adrian Stanfield, the Council's Data Protection Officer at foi@tmbc.gov.uk. You can also write to him at Gibson Building, Gibson Drive, Kings Hill, West Malling, Kent ME19 4LZ.

You also also ask us to correct or remove information you think is in accurate.

If you are concerned about how we are collecting or using your personal data, please get in touch with us immediately. You can also contact the Information Commissioner's Office at <https://ico.org.uk/concerns/>

7. Further Information

We keep our privacy policy under regular review. This privacy policy was updated on 14 December 2018. If you have any questions, please contact Adrian Stanfield, the Council's Data Protection Officer at foi@tmbc.gov.uk.

8. Other TMBC Services

TMBC collects and uses personal information for a number of purposes across its various services and functions.

To find out more about how TMBC uses the personal information it collects, please refer to the Corporate Privacy Notice <https://www.tmbc.gov.uk/privacy-notice>