

# **Lichfield City Council Privacy Notice**

## **1. Introduction**

Lichfield City Council is committed to protecting your privacy and ensuring that your personal information is handled lawfully, fairly and transparently.

This Privacy Notice explains how we collect, use, store and protect personal information in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and other applicable legislation.

For the purposes of data protection law, Lichfield City Council is the **Data Controller**.

## **2. Contact Details**

### **Lichfield City Council**

Donegal House

Bore Street

Lichfield

WS13 6LU

Email: [enquiries@lichfield.gov.uk](mailto:enquiries@lichfield.gov.uk) Telephone: 01543 250011

## **3. Data Protection Officer**

Lichfield City Council has appointed a Data Protection Officer (DPO) to oversee compliance with data protection legislation and provide advice on matters relating to the processing of personal data:

Lisa Davies, Lichfield City Council, Donegal House, Bore Street, Lichfield, WS13 6LU

Telephone: 01543 250011 Email: [lisa.davies@lichfield.gov.uk](mailto:lisa.davies@lichfield.gov.uk)

You may contact the Data Protection Officer if you:

- Have questions about how the Council uses your personal information
- Wish to exercise your data protection rights
- Require further information about this Privacy Notice
- Have concerns about the way your personal data is being processed

## **4. What Information We Collect**

We may collect and process the following personal information:

- Name, title and preferred form of address
- Postal address
- Email address
- Telephone number
- Information relating to licences, permits, insurance, risk assessments and regulatory compliance where required for Council services or events
- Organisation details
- Correspondence, enquiries or complaints

- Information submitted through website forms
- Records relating to bookings, allotments or services provided by the Council
- Financial information required to process payments or refunds
- Photographs, video or audio recordings where appropriate
- Information required to meet statutory or legal obligations
- Technical information relating to your use of the Council's website

We only collect information that is necessary for the specific purpose for which it is required.

## **5. How We Collect Information**

Information may be collected when you:

- Contact us by email, telephone, post or in person.
- Complete an online form.
- Subscribe to newsletters or updates.
- Apply for a Council service.
- Make a booking or payment.
- Participate in consultations, surveys or community engagement activities.
- Attend Council meetings or events.
- Visit our website.

In some circumstances we may receive information from other public authorities, partner organisations, funding bodies, regulatory agencies or organisations acting on your behalf where this is necessary to provide services, fulfil legal obligations or support Council functions.

Where personal information is obtained from another organisation rather than directly from you, the information received may include contact details, application information, eligibility information, safeguarding information, financial information, regulatory compliance information, or other information necessary for the Council to provide services, carry out statutory functions, administer grants, manage contracts, or fulfil legal obligations. The source of this information may include public authorities, government departments, funding bodies, partner organisations, regulatory agencies, or individuals acting on your behalf.

Marketing emails and electronic newsletters will only be sent where we have the appropriate consent or another lawful basis permitted under PECR. Every marketing communication will include a clear unsubscribe option.

## **6. Special Category Data**

In limited circumstances, under Article 9 UK GDPR, we may process special category personal data such as information relating to:

- Health or disability
- Equality monitoring
- Religious beliefs
- Ethnic origin
- Safeguarding matters

Such information will only be processed where there is a lawful basis to do so and where additional safeguards are in place as required by law.

Where we process special category personal data, this will be supported by an additional condition under Article 9 UK GDPR and Schedule 1 of the Data Protection Act 2018, such as substantial public interest, employment and social protection law, safeguarding, public health, or explicit consent where appropriate.

## **7. Why We Use Your Information**

We may use your information to:

- Respond to enquiries and correspondence
- Deliver Council services and activities
- Manage Council facilities, museums, markets, events, venue hire and bookings.
- Correspondence with councillors, committee administration, consultation responses and democratic engagement activities.
- Process payments and refunds
- Manage grants and community initiatives
- Conduct consultations and surveys
- Handle complaints and requests
- Improve our services and communications
- Fulfil our legal and statutory obligations
- Prevent fraud and misuse of public funds
- Maintain Council records
- Protect the health, safety and wellbeing of residents, visitors and staff

In relation to markets, events and trading activities, we may process information necessary to manage applications, allocate pitches, administer licences and permits, collect fees, verify insurance and regulatory compliance, communicate with traders and ensure the safe operation of Council-managed events and marketplaces.

Information provided to the Council may be subject to disclosure under the Freedom of Information Act 2000 or Environmental Information Regulations 2004, subject to applicable exemptions.

We will only use your personal information for legitimate Council purposes.

## **8. Lawful Basis for Processing**

We process personal data under one or more of the following legal bases:

### **Public Task**

Processing is necessary for the performance of tasks carried out in the public interest or under official authority vested in the Council such as delivery of council services, community engagement activities, consultations, allotments, markets and events.

## Legal Obligation

Processing is necessary for compliance with legal obligations to which the Council is subject such as compliance with financial, audit, health and safety, electoral, safeguarding and other statutory requirements.

## Contract

Processing is necessary to perform a contract with you or to take steps before entering into a contract such as venue hire, bookings, shop purchases allotments, market pitch agreements and other contractual agreements.

## Consent

Where consent is required, we will request it separately and you may withdraw your consent at any time such as newsletters, promotional communications, photography, videos or other activities where consent is specifically required.

Where the Council sends newsletters, event updates, promotional communications or other electronic marketing messages, we will do so only where permitted under the Privacy and Electronic Communications Regulations (PECR). Marketing communications sent on the basis of consent will include a clear and simple method for withdrawing consent or unsubscribing at any time

In some circumstances we are legally or contractually required to collect personal information. Failure to provide requested information may prevent the Council from delivering a service, processing an application, fulfilling a contract or meeting its statutory obligations.

| Activity                                                        | Typical Lawful Basis             |
|-----------------------------------------------------------------|----------------------------------|
| Provision of council services                                   | Public Task                      |
| Community engagement and consultations                          | Public Task                      |
| Allotments and market pitch agreements                          | Contract                         |
| Venue hire and event bookings                                   | Contract                         |
| Processing payments and financial records                       | Legal Obligation and Contract    |
| Safeguarding activities                                         | Legal Obligation and Public Task |
| Newsletters and marketing communications                        | Consent                          |
| Photography and promotional materials where consent is required | Consent                          |

## 9. Who We Share Information With

The Council may share personal information where necessary with:

- Staffordshire County Council.
- Lichfield District Council.
- Government departments and agencies.
- Regulatory and enforcement authorities.
- Professional advisers.

- Auditors and insurers.
- Contractors and service providers acting on behalf of the Council.
- Payment processing providers.
- Information technology and website service providers.

Where necessary to deliver a booking or service requested by you, we may share relevant contact details with suppliers or contractors providing services associated with that booking, such as catering, bar or event management services.

We will only share information where there is a lawful basis for doing so. We do not sell personal information to third parties.

## **10. Cookies and Website Analytics**

Lichfield City Council's website [www.lichfield.gov.uk](http://www.lichfield.gov.uk) is hosted and supported by Vision ICT. The website uses cookies and similar technologies to ensure the website functions correctly, improve user experience and help us understand how our website is used.

Cookies may be used to:

- Ensure the website operates correctly.
- Remember notifications that have already been viewed
- Support secure login functionality where applicable
- Measure website usage and performance

Cookies are files with small amount of data, which may include an anonymous unique identifier. Cookies are sent to your browser from a web site and stored on your computer's hard drive. Like many sites, we use "cookies" to collect information. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Site. Please see our Cookie Statement for more information.

### **Strictly Necessary Cookies**

Some cookies are essential for the operation, security and accessibility of the website. These cookies do not require consent and are used only where necessary for the website to function properly.

### **Analytics and Performance Cookies**

We may use analytics cookies to collect information about how visitors use the website, including:

- Pages viewed
- Time spent on pages
- Navigation routes through the website
- Referral sources
- Website performance information

These cookies will only be placed on your device where you have provided consent through the website's cookie management tool.

### **Social Media and Third-Party Cookies**

The website may include content, plugins or services provided by third parties including:

- YouTube
- Facebook
- X (formerly Twitter)

These services may place cookies on your device and may process information in accordance with their own privacy policies. Non-essential third-party cookies will only be used where you have provided consent.

### **Managing Consent**

You can accept, reject or manage non-essential cookies through the cookie settings available on the website. You may withdraw or change your consent at any time by revisiting the cookie settings.

### **Further Information**

Further information about cookies used on the website can be found within the Council's Cookie Policy and the Vision ICT Cookie Policy.

### **Website Analytics**

The website may use analytics tools provided through our website hosting platform to help us understand how visitors use the site and improve the information and services we provide. Information collected may include:

- Pages visited
- Time spent on pages
- How visitors reached the website
- Links clicked whilst using the website
- Broad demographic information where available

This information is not intended to identify individual users.

### **Third-Party Services**

Our website may incorporate content or services provided by third parties, including:

- YouTube.
- Facebook.
- X (formerly Twitter).

These services may set their own cookies and process information in accordance with their own privacy policies.

## **Managing Cookies**

You may manage or delete cookies through your browser settings. Please note that disabling certain cookies may affect website functionality.

Further information regarding website cookies can be found within the Council's Cookie Policy and the Vision ICT Cookie Policy

## **11. Social Media**

The Council maintains social media accounts to communicate with residents, share information about services and promote community activities. If you engage with the Council through social media platforms, your personal information may be processed by both the Council and the relevant platform provider.

The operators of social media platforms may collect information about your interactions, device and browsing activity in accordance with their own privacy policies. Some providers may transfer personal information outside the United Kingdom. Where this occurs, the platform provider is responsible for implementing appropriate safeguards in accordance with applicable data protection legislation.

The Council encourages users to review the privacy policies of any social media platform they choose to use.

## **12. Automated Decision-Making and Profiling**

Lichfield City Council does not currently carry out solely automated decision-making or profiling that produces legal or similarly significant effects on individuals

## **13. CCTV**

Where the Council operates CCTV systems, recordings may be used for:

- Crime prevention and detection.
- Public safety.
- Protection of Council property.
- Investigation of incidents.

CCTV footage may be shared with the police, insurers, legal advisers or other authorised agencies where lawful and necessary.

Signage is displayed where CCTV systems operate.

CCTV recordings will be retained for 30 days unless required for an investigation and in accordance with the Council's retention procedures. Processing is carried out under Article 6(1)(e) UK GDPR (Public Task) and where applicable Article 6(1)(f) legitimate interest.

## **14. How Long We Keep Information**

The Council retains personal information only for as long as necessary to fulfil the purpose for which it was collected, to comply with legal requirements, or to protect the Council's legal interests.

Retention periods are determined according to the type of information and relevant statutory requirements. The Council maintains a Records Retention Schedule which sets out how long different categories of information are retained. This is available on request from the Data Protection Officer.

Information that is no longer required will be securely deleted or destroyed.

## **15. International Transfers**

Most personal information processed by the Council is stored within the United Kingdom. Where overseas transfers occur through the use of service providers, appropriate safeguards such as the UK International Data Transfer Agreement, adequacy regulations or equivalent protection measures will be applied.

Where social media providers transfer personal information outside the UK, they are responsible for implementing appropriate safeguards under applicable data protection laws

Where personal information is transferred outside the United Kingdom, appropriate safeguards will be implemented in accordance with UK data protection legislation.

## **16. Your Rights**

Under Articles 15 to 22 UK GDPR, you have the right to:

- Request access to your personal information.
- Request correction of inaccurate or incomplete information.
- Request erasure of personal information in certain circumstances.
- Request restriction of processing.
- Object to processing where applicable.
- Request transfer of your personal information to another organisation where the right to data portability applies.
- Withdraw consent where processing is based on consent.
- Complain to the Information Commissioner's Office (ICO).

We will request proof of identity before processing any request. We will normally respond to requests within one month of receipt. In some circumstances this period may be extended where permitted by law.

## **17. Complaints**

If you are unhappy with how we have handled your personal information, please contact the Council first and the Data Protection Officer so that we can try to resolve the issue. You also have the right to complain to the Information Commissioner's Office (ICO):

**Information Commissioner's Office**

Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Telephone: 0303 123 1113

Website: [www.ico.org.uk](http://www.ico.org.uk)

Lichfield City Council is registered with the Information Commissioner's Office under registration number 25019163.

**18. Changes to This Privacy Notice**

We may update this Privacy Notice from time to time to reflect changes in legislation, guidance, Council services or website functionality.

The latest version will always be available on the Council's website.

**Version:** 1.0 (September 2026)