

PRIVACY NOTICE – CUSTOMER SERVICES

Sefton Metropolitan Borough Council (the Council) is a data controller for the purposes of the General Data Protection Regulation and the Data Protection Act 2018.

Why we collect and use this information

Our Customer Service department will collect information from you when you contact us by e-mail, by telephone or when you visit one of our One Stop Shops.

We need your information in order to process requests for services provided by the Council. Examples include, when you are changing address for Council Tax purposes or if you request a bulky item collection.

For certain service requests, we will need to obtain personal information from you such as your name, address, and your national insurance number. We may also ask for your preferred method of contact details.

If there is a requirement for you to pay for a particular council service, such as a council tax payment or planning application we may also require some financial information from you.

Telephone recordings

If you ring our Contact Centre on 0345 140 0845, we inform you that your call is being recorded. Our calls are recorded for staff training and quality purposes, all recordings are securely stored for a period of 6 months and then they are automatically deleted by our telephone service provider, Smartcall.

If you would prefer for your telephone call not to be recorded please advise our Customer Service Advisor at the point that they answer your call and they will facilitate an **Opt-out** request.

Webchat

We offer a live chat facility on our website, the software is provided by Click4Assistance, a 3rd party UK based Software Company. Information regarding how the data is processed and stored can be viewed here.

<https://www.click4assistance.co.uk/click4assistance-web-chat-software-cookie-policy>

The lawful bases on which we use this information

Article 6(1)(f) of the General Data Protection Regulation (GDPR) 2016 gives the Council a lawful basis for processing your personal data where it is necessary for the purposes of the legitimate interests pursued by the Council. We will only ask for information that is necessary in order to provide you with the service that you require. Collecting your personal data allows our service areas to carry out their public task or obligations for customers such as:

- Make an application for a service that you have requested.

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- Update internal systems to ensure that our records remain accurate and up to date
- Inform services to respond to a problem that you reported
- Book an appointment with the required service

Storing this information:

The Council will protect your information and make sure nobody has access to it who shouldn't.

The Council will usually keep personal information in line with retention guidelines for each specific service area and not keep your information for any longer than is necessary.

When the Council no longer has a need to keep it, your information will be deleted or securely destroyed.

Who we share this information with:

The Council will not normally disclose or share sensitive or confidential information without your explicit consent.

However, the Council has a duty to protect public funds it administers and may use information held about you for all lawful purposes, including and not limited to the prevention and detection of fraud, matching Council Tax data with electoral registration records and protecting public funds in investigating misuse of public money.

There may be certain circumstances where we would share without consent, such as where we are required to do so by law, to safeguard public safety and in risk of harm or emergency situations. Only the minimum information for the purpose will be shared.

For more detailed information please refer to the specific Privacy Notice for the service area relating to your enquiry.

What we ask of you when you contact us by e-mail, by telephone or at one of our One Stop Shops;

- Please give us accurate information
- Tell us as soon as possible about any changes to your personal circumstances
- Tell us if you notice mistakes or inaccuracies in the information we have about you
- This helps us keep our information reliable and up-to-date and avoids unnecessary contact.

Requesting access to your personal data

Under data protection legislation, you have the right to request access to information that we hold.

To make a request for your personal information, please contact the relevant service area or send your request to: ino.information@sefton.gov.uk

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You also have the right to:

- object to processing of personal data that is likely to cause, or is causing, damage or distress
- prevent processing for the purpose of direct marketing
- object to decisions being taken by automated means
- in certain circumstances, have inaccurate personal data rectified, blocked, erased or destroyed and
- right to data portability in certain circumstances
- The right to lodge a complaint with the supervisory authority (the Information Commissioner’s Office)

If you wish to make a request for any of the above please submit it via the [Individual’s Right Request Form](#).

If you have a concern about the way we are collecting or using your personal data, we request that you raise your concern with us in the first instance. Alternatively, you can contact the Information Commissioner’s Office at <https://ico.org.uk/concerns/>

Further information

If you would like further information about this privacy notice, please contact contact@sefton.gov.uk

The Council’s Data Protection Officer may be contacted at:

ino.information@sefton.gov.uk