

How your personal Information is used by Communications and Marketing.

Here at Midlothian Council, we take your privacy seriously. Under the Data Protection Act 2018, you have a right to know how we collect, use and share your personal data.

This privacy notice explains the information we need in order to carry out communications and marketing service provided by Midlothian Council.

Our Privacy Promise

We promise to collect, process, store and share your data safely and securely.

What lets us collect your information?

We collect your information on the basis that you consent to us doing so. We collect information to deliver a service or meet a requirement such as council news, events and promotions.

What kinds of personal data do we collect?

The personal data we collect might include your **name, address, survey responses, competition entries, contact details, image or other information that identifies you.**

How do we collect your personal data?

We collect your personal data in many different ways. You might give us your personal data yourself, by entering your information in a form on the council website or by contacting the communications and marketing service directly, in writing or over the phone. You may be featured in a media release or a council social media post about your experience using a council service.

The IP addresses of visitors to our website are also recorded and logged for security.

How do we use your personal data?

We may use your personal information to send you information about Midlothian Council we think are relevant to your job and interests. We may use your data to send you information about events so that you can get to the event on the right date, at the right time. We have a commitment to gathering views to inform our work, for example, during consultations. Your details will not be shared unless you say we can. It is helpful for us to have notes about our interactions held securely so that we can provide a high quality customer service and support. It is also helpful to have your responses to feedback, competitions and surveys to allow us to improve our services and you to enter competitions. We may use your personal data, for example, an image and a quote to use in print and social media to promote/explain our services.

Why do we share your personal data?

The communications and marketing service will only share your data with another agency, for example the local media, or another local authority with your permission.

With whom do we share your personal data?

If necessary, we might share your personal data with local media. We will only share your personal data if it is necessary to do so, and the appropriate conditions have been met.

The external bodies with whom we share an image and quote from you about one of our council services include:

- Midlothian Advertiser
- Edinburgh Evening News
- Radio Forth
- Black Diamond
- Other media outlets such as The Scotsman
- The council's social media accounts, Facebook and Twitter

Personal data also might be shared between Midlothian Council services, including schools.

How long do we keep your personal data?

Your personal data is kept in line with Midlothian Council's Retention Schedule. The retention schedule sets out the kinds of information the council creates and uses, how long it should be kept, and what should be done with it at the end of its 'life'. To access our retention schedule please click [here](#)

Further Information

You can also find out more about how we use your information to detect and prevent fraud or crime, information collected through our website, recorded telephone calls, CCTV, the rights you have under the Data Protection Act, and how to contact us by referring to the overarching privacy Policy.