

## Newsletters Privacy Notice

### **Data Controller and Purpose**

The information you provide will be used by the London Borough of Tower Hamlets' communications service to process your personal data in order to send you information about the council and its services. The information may be sent via email or text message.

The service is provided jointly with Granicus under the council's instruction and Tower Hamlets Council is the data controller.

We have personal data from you, which may include your name, age, address and contact details and. We will use this to provide you with the latest council news, as well as offers and competitions and other information about what is happening in the borough, in accordance with your expressed preferences.

We process your data in accordance with the General Data Protection Regulation (GDPR). If you have any concerns the council's data protection officer can be contacted on [DPO@towerhamlets.gov.uk](mailto:DPO@towerhamlets.gov.uk)

### **Condition For Processing Personal Data**

With your consent, it is necessary for us to process your personal data, which may include your name, address, contact details, under the GDPR.

A delay in you providing the information requested may result in a delay in providing appropriate services.

### **How long do we keep your information?**

We will only hold your information for as long as you subscribe to our services. You can unsubscribe at any time.

We may also anonymise some personal data you provide to us to ensure that you cannot be identified and use this for statistical analysis of data to allow the council to effectively target and plan the provision of services.

### **Information sharing**

Your data will be shared with Granicus, in order to send you the information you have chosen to receive. We will never share it with any other organisation.

The council has a duty to protect public funds and may use personal information and data-matching techniques to detect and prevent fraud, and ensure public money is targeted and spent in the most appropriate and cost-effective way. Information may be shared with internal services and external

bodies like the Audit Commission, Department for Work and Pensions, other local authorities, HM Revenue and Customs, and the Police. This activity is carried out under social protection law.

We have a duty to improve the health of the population we serve. To help with this, we use data and information from a range of sources including hospitals to understand more about the nature and causes of disease and ill-health in the area. This data would normally be anonymised and never used to make decisions on a specific individual or family.

### **Data Transfer to non EEA territory**

We will not transfer your data outside of the EEA.

### **Automated decision making and Profiling**

No automated decision making or profiling will be carried out using your data..

### **Your Rights**

You can find out more about your rights on our [Data Protection Page](#) and this includes details of your rights about automated decisions, such as the ranking of Housing Applications, and how to complain to the Information Commissioner.