

# Privacy Notice for Communications Service

## Service description

Dover District Council's Communications service provides our news room service, produces regular Press Releases and a quarterly electronic newsletter, runs our social media presence, and provides a range of PR and communication services.

## Processing activity

The purposes for which your data will be used:

- To keep you informed about council services that could reasonably affect you
- To provide you with information you have asked to receive (mailing lists)
- To deal with your enquiries
- To interact with you over social media
- To illustrate events the council has an interest in

## Information requirements

This information may include:

- Name, address, phone number, email address, photos, social media usernames

## Lawful bases

Our **lawful bases** for processing your personal information are:

- Public Task or Legal Obligation (in relation to information about council services)
- Consent (in relation to mailing lists)
- Legitimate Interests

## Data Processors

Dover District Council uses govDelivery by Granicus to provide our mailing list service. Granicus is owned and operated within the United States and stores data at a destination outside the European Economic Area. Granicus participates in and has certified its compliance with the EU-U.S. Privacy Shield Framework.

Dover District Council uses Facebook and Twitter, both of whom comply with Privacy Shield which is the equivalent of an adequacy decision from the EU.

## Data sharing

We share data with other social media data controllers like Facebook and Twitter.

We may rely on a number of exemptions, which allow us to share information without needing to identify a lawful basis for the sharing and without needing to provide you with information about the sharing. Please refer to the Kent & Medway Information Agreement for further details on our sharing arrangements.

## **Retention**

We keep your personal information for the minimum period necessary. The information outlined in this Privacy Notice will be kept for in accordance with our Retention Policy. All information will be held securely and disposed of confidentially.

Please refer to our Corporate Privacy Notice at [www.dover.gov.uk/privacy](http://www.dover.gov.uk/privacy) for further details of how we process your personal information and your rights.