

Community Radio Project Privacy Notice

October 2020

Rutland County Council has set up a project to investigate the feasibility of establishing a community radio station for Rutland.

The decision follows a rebranding of the county's current local radio station and a move for it to focus on more national content.

Should the project identify the station is viable, it is proposed that a vehicle, independent of Rutland County Council, would be established to bring the station to fruition.

Listener and Businesses Survey:

The project has launched an online survey to gather views and ideas from local people and Businesses to see if an independent community-led radio station could be set up and sustained locally.

Analysis of the data (% breakdowns) would be used by Rutland Community Radio, in applications to grant funders, OFCOM and some basic information about local radio is used will then be done as % statistics for media packs for advertisers and listeners. E-mail addresses from the two surveys asking for further information on advertising, or being happy to be contacted for further survey analysis will be kept for 12 months by...(I want to say Rutland Community Radio which isn't formed yet, or could say by Rutland County Council?

Personal data collected and processed:

Listener and Business Survey:

- Age (Listener survey)
- Town or village respondents (Listener survey)
- e-mail address of anyone interested in advertising or sponsorship of the radio station (Listener survey)
- e-mail addresses of anyone who would be happy to be contacted after they've completed the survey to find out more about the responses (Listener survey)
- name of business (Business survey)
- e-mail address (Business survey)
- Business Address (Business survey)
- Financial information - advertisement spend (Business survey)

Agencies & partners we might share the information with:

- OFCOM – for licence applications – Statistical information only (no individual personal data will be shared)
- Grant funders (through an application for funding) – Statistical information only (no individual personal data will be shared)
- Advertisers – Statistical information only (no individual personal data will be shared)
- Rutland Community Radio company (when formed) – the project will become separate to the Council by September 2021. No personal data will be transferred to the Rutland Community Radio company

Purpose for processing & what we use your personal data for:

The results of the Listener and Business surveys will be mainly statistics, for example

- 89% of those who responded would listen
- 67% said they'd like pop music etc.

Personal data collected will be processed for the reason stated at the point of collection and will not be shared with other partners or Agencies.

The town/village question is purely to show a spread of responses in a geographical area, so for small villages this information need not be needed once the survey has been examined.

Our lawful basis for processing the personal data:

Under Article 6 of the General Data Protection Regulation (GDPR), the legal basis we rely on for processing personal information for general purposes are:

- Article 4(11) Consent
The individual has given clear consent for you to process their personal data for a specific purpose. Children and young person's data is essential for the local authority's operational use. Whilst the majority of personal information you provide to us is mandatory, some of it is requested on a voluntary basis. In order to comply with the data protection legislation, we will inform you at the point of collection, whether you are required to provide certain personal information to us or if you have a choice in this.

Personal data disposal and retention:

We will only keep your personal data for as long as it is needed for the purposes of the Community Radio Project, This will be no longer than 12 months.

Cookies:

Cookies are small text files that are placed on your browser. To see how we use cookies, please follow this [link](#).

Your rights as a data subject:

By law, you have a number of rights as a data subject and this does not take away or reduce these rights. Your rights under the EU General Data Protection Regulation (2016/679) and the UK Data Protection Act 2018 applies.

All information is processed in accordance with the Rutland County Council data protection policy, please follow this [link](#).

These rights are:

- **Your right to get copies of your information** – you have the right to ask for a copy of any information about you that is used.
- **Your right to get your information corrected** – you have the right to ask for any information held about you that you think is inaccurate, to be corrected
- **Your right to limit how your information is used** – you have the right to ask for any of the information held about you to be restricted, for example, if you think inaccurate information is being used.
- **Your right to object to your information being used** – you can ask for any information held about you to not be used. However, this is not an absolute right, and we may need to continue using your information, and we will tell you if this is the case.
- **Your right to get information deleted** – this is not an absolute right, and we may need to continue to use your information, and we will tell you if this is the case.

Further information regarding to your data rights and how the Council will process your information please visit our website at www.rutland.gov.uk/dataprotection

If you are concerned about how we process your personal data:

If you are unhappy or wish to complain about how your personal data is used as part of this programme, you should contact Rutland County Council Data Protection Officer in the first instance:

Data Protection Officer
Sue Bingham
Data Protection Officer
Rutland County Council
dataprotection@rutland.gov.uk
01572 758165

If you are still not satisfied, you can complain to the Information Commissioners Office. Their website address is www.ico.org.uk and their postal address is:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Security:

We use appropriate technical, organisational and administrative security measures to protect any information we hold in our records from loss, misuse, and unauthorised access, disclosure, alteration and destruction. We have written procedures and policies which are regularly audited, and the audits are reviewed at senior level.

Automated decision making or profiling:

No decision will be made about you solely on the basis of automated decision (with or without human involvement) which has a significant impact on you.

Changes to our policy:

We keep our privacy notice under regular review, and we will make new versions available on our privacy notice page on our website. This privacy notice was last updated in October 2020.