

## Future Rutland Conversation Project

The Future Rutland Conversation Project aims to involve local people in a process that will develop a new vision and aspirations for the county – one that will help Rutland County Council to co-create new strategies and policies to achieve these goals.

The Future Rutland Conversation follows a commitment made in Rutland County Council's latest Corporate Plan (2019-2024) to develop a 50-year vision that will identify key priorities, emerging issues and give the county a long-term plan of action.

Work on the 50-year vision was due to begin in 2020 but paused due to COVID-19. Recognising that COVID-19 has since led to dramatic changes in the way we live and work, and that the impact of these changes will be felt throughout our society for many years to come, the Future Rutland Conversation aims to understand what matters most to residents and businesses in the county – both now and in a post-COVID world.

March 2021

Information (personal data) collected & processed:

- Name
- Address
- Email
- Social media handles
- Ages
- Whether they work in Rutland
- Whether they were born in Rutland
- Details of what life stage they are at i.e. do they have children at home
- Details about their lives and aspirations living/working in Rutland

Agencies & partners we might share the information with:

- **Rutland Community Ventures** - Will be provided Age, location and life stage plus responses to all questions and feedback from events to analyse on the behalf of Rutland County Council.
- **Siskin Marketing** – We will provided name, life stage and location to Siskin Marketing so they can understand the make-up of the special session. These sessions are designed to give further input and help design the approach the project will take to engage residents and businesses in their wards Siskin Marketing will be facilitating these sessions.

- **Discover Rutland** - We will be sharing the feedback customers give to the leisure survey part of the conversation with Discover Rutland, as they are our partners in analysing and planning / delivering services in this area.

Purpose for processing your personal data:

To engage with residents and businesses located in Rutland and visitors to the county to develop a vision and aspirations for Rutland that will inform all future Council policies and procedures, and that of other local public service providers.

This will ensure resident voice is at the heart of future service development and the growth of Rutland.

Our lawful basis for processing the personal data:

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

- **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 delivery of this 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 UK General Data Protection Regulation 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](http://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  
Rutland County Council  
[dataprotection@rutland.gov.uk](mailto: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](http://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 (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 March 2021

