

The Marches LEP Data Policy

The Marches LEP collects, processes and holds your personal information in order to provide our services effectively. We recognise that your personal information is important, and we take our responsibilities for ensuring that we collect and manage it appropriately very seriously.

In order to process your personal information, we are registered as a 'Data Controller' under the Data Protection (XXXXX Number).

This Privacy Notice explains how we use and share your information.

Assurances

- we respect our responsibility to hold your personal information on your behalf
- we will only collect and hold personal information for specified purposes
- we will only retain your personal information for as long as we need to
- we will be open and transparent with you from the point of collection about how we will use your personal data and who we will share it with
- we are committed to ensuring effective safeguards and systems are in place to keep your personal information safe and secure
- we will make it as easy as possible for you to access and correct your personal information
- we ensure all employees handling your personal information have appropriate training and guidance, and have processes in place to monitor, identify and deal with misuse
- we process all personal data in accordance with the principles of the Data Protection Act

Collection of Information

We may collect personal information from you, in the following ways:

- paper, electronic or online forms
- email
- telephone
- website
- face-to-face, with one of our employees, or one of our partners

Type of Information we Collect

On occasions we may collect personal and business data to enable us to deliver our services, we collect:

- Your personal contact details
- Your business contact details
- Details of your business
- Details of your enquiries

How we use your information

We will use your personal information for a limited number of purposes, and at all times in accordance with the principles set out in the Data Protection Act, including –

- for the purpose you provided the information for or where you have consented to the processing of your information
- to deliver the services you request
- to allow us to communicate effectively with you
- to confirm your identity where needed to provide our services
- to improve our understanding of your needs, to enable us to inform you of and provide you with other relevant services and benefits
- to monitor and improve our performance and delivery of services
- to process financial transactions including grants, payments and benefits we administer, or where we are acting on behalf of others i.e. The Department for Work and Pensions
- to ensure that we meet our legal obligations efficiently and effectively, including those relating to Equality and Diversity and Health and Safety
- to carry out our law enforcement functions efficiently and effectively, including licensing, planning enforcement and Trading standards
- to prevent and detect fraud and corruption in the use of public funds
- where necessary to protect individuals from the risk of harm or injury; and
- where otherwise permitted under the Data Protection Act

We may not be able to provide you with a product or service unless we have enough information, or your permission to use that information. Your personal data, after it has been anonymised, may be used to for statistical analysis to allow us to effectively target and plan the allocation of resources and provision of services. If you have any questions about how we use your personal details, contact the Information Governance Team on 0345 678 9000 or via email at information.request@shropshire.gov.uk.

If you have any issues with the way your data has been used you may make a complaint to the Information Regulators Office at www.ico.org.uk telephone 03031231113 (Local rate call)

Information Sharing

We may disclose your information to others, but only if permitted by the Data Protection Act or we are obliged to do so under any other legislation. This includes for the purpose of the prevention and/or detection of crime, or where it is necessary to allow a third party working for or acting on behalf of the council, to provide a service. If we need to disclose your data to a third party in order to provide a service to you, we will always make this clear to you from the date of collection and ask for your consent.

We strive to ensure that the personal data in our care is protected and secure. Where your information is disclosed to a third party, we will seek to ensure that they have sufficient systems and procedures in place to protect your personal data and will only use it for the specified purposes it was provided for.

Where we need to disclose your sensitive or confidential information to a third party, we will only do so once we have obtained your explicit consent unless we are legally

required to do so, or where we have good reason to believe that failing to share the information would put you or someone else at risk of harm.

We will not pass your personal information to external organisations for marketing or sales purposes or for any commercial use without your prior express consent.

We will only transfer your personal information overseas, where we are obliged to do so by law or in individual cases where there is a specific requirement and then only with your consent.

Personal and business details may be shared with Government departments when we are required to do so by government regulations.

Processing of Personal Information

Our employees will be given access to and process your personal information for the purposes of their official duties, but only the personal information needed for that specific purpose, for which they are authorised. They must not disclose your personal data to anyone else without your consent, unless they are legally obliged or empowered to do so.

Your Rights

You have the right to request that we stop processing your personal data in relation to any Marches LEP service. To do this you must write to (details below) us explaining what processing you want us to stop and why:

Marches Local Enterprise Partnership

Cameron House

Knights Court, Archers Way

Battlefield Business Park

Shrewsbury

SY1 3GA

Please be aware, that this may cause delays or prevent us providing you with a service. Where possible we will seek to comply with your request but this may not always be possible as we may be required to hold or process your information to comply with a legal requirement. We will reply to you within 21 days and let you know what we have done about your request.

You are legally entitled to request access to any information we hold about you, this is called a Subject Access Request.

We aim to ensure that any information we hold about you is correct. If you believe that any information we hold about you is incorrect, you have the right to have this corrected.

We will not use your personal data for third party marketing without your express consent.

Emails

If you email us we may store these on our computer systems or may store the details from them, however we do not routinely retain all emails.

Telephone Calls

The Marches LEP does not record or monitor any telephone call you make to us or receive from us.

Marches LEP Website

Privacy

We do not capture or store any personal information about individuals who access this website, except where you voluntarily choose to give us your personal details via e-mail or by enquiring about or ordering any of our services and products. In these latter cases, the personal information you give us is used exclusively by us to provide you with current and future information about our services and products. We do not pass any of your personal data to outside organisations and/or individuals, except with your express consent.

You have a right to know about the personal information we hold about you. You also have a right to have your data corrected or deleted. Please address all your requests and/or queries about our data protection to:

Marches Local Enterprise Partnership
Cameron House
Knights Court, Archers Way
Battlefield Business Park
Shrewsbury
SY1 3GA

Data Protection Notice

Any personal information collected from this website will be used in accordance with the Data Protection Act 2018 and/or the EU General Data Protection Regulation 2018 (GDPR). We have taken appropriate measures to keep users' personal information secure. Any disclosures of information will be made only with your permission. We may use your name and e-mail address to contact you with information about future offers and promotions.

Personal information our website collects

Visitor tracking

Like most website, this one uses Google Analytics (GA) to track user interactions. This allows us to know the number of people using our site and which pages and sections they look at most or spend the most time on. Such information enables us to learn what users are most interested in and how we can improve what we provide to them. This is done using cookies. You can read more about them below.

Google Analytics records information including a rough geographical location (perhaps to town level), the device you are using, your internet browser and operating system. None of this information allows us or anyone else to personally identify you. GA also records your computer's IP address, which could be used to personally identify you. Google does not grant us access to your IP address.

We consider Google to be a third party data processor. It is compliant with the relevant EU data regulations and you can read the Google Privacy Policy [here](#).

Email newsletter

Through this website you can sign up for our email newsletters. If you do this, the email address you submit will be forwarded to our email marketing services provider, Mailchimp, along with any name you give us on sign-up. We consider Mailchimp to be a third party data processor. You can read the Mailchimp Privacy Policy [here](#). Mailchimp may store your data in the United States, however as we do not collect sensitive data (under the current definitions) it remains compliant with the relevant legislation.

The email address you submit to us will not be stored within this website's own database.

We use a two-step login process, which generates a one-time code, for Mailchimp. This provides an extra layer of protection for your data.

You can ask us what data we hold for you in Mailchimp at any time, or request to be removed from our list at any time. When requesting removal please use the email account that is subscribed to the mailing list in question.

If you are under 16 years of age you **MUST** obtain the consent of a parent or guardian before joining our email newsletter list.

Data breaches

We will report any unlawful data breach of this website's database or the database(s) of any third party data processors to all relevant authorities within 72 hours of the breach becoming known to us if it is apparent that personal data, stored in an identifiable manner, has been stolen.

Security

This website is regularly checked and maintained. When software updates and security patches are released, we are notified and they are applied without undue delay (where doing so would not interfere with the ongoing operation of the website).

In addition to normal web server security practice, this website is protected by additional measures which scan for malware and block (and log) intrusion attempts.

Cookies policy (information our website collects from you)

What is a cookie?

Cookies are used to improve your experience on the web by e.g. remembering your passwords, enabling you to set the size of text, or making it easy to add items to a shopping cart. Analytics cookies which track your behaviour across a site without identifying you in anyway are collected to help website owners understand what works well on the site and what could be improved.

Cookies are small text files that are stored on the hard drive of your computer / device so that when you visit a site again it remembers whether you have been there before and what your preferences were. Some cookies are only temporary and are deleted at the point you close your browser. Other cookies are stored for longer.

Some cookies are designed to track your behaviour and remember what you have been searching for or looking at online in order to be able to tailor specific content to you when you visit the site again.

Types of Cookie

Category 1: strictly necessary cookies:

These cookies are essential in order to enable you to move around the website and use its features, such as accessing secure areas of the website. Without these cookies some services cannot be provided.

Category 2: performance cookies:

These cookies collect information about how visitors use a website, for instance which pages visitors go to most often, and if they get error messages from web pages. These cookies don't collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous. It is only used to improve how a website works. By using our website you agree that we can place these types of cookies on your device.

Category 3: functionality cookies

These cookies allow the website to remember choices you make (such as your user name, language or the region you are in) and provide enhanced, more personal features. For instance, a website may be able to provide you with local weather reports or traffic news by storing in a cookie the region in which you are currently located. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customise. They may also be used to provide services you have asked for such as watching a video or commenting on a blog. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites. By using our website you agree that we can place these types of cookies on your device.

Category 4: targeting cookies or advertising cookies: (we do not use category 4 cookies)

These cookies are used to deliver adverts more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign. They are usually placed by advertising networks with the website operator's permission. They remember that you have visited a website and this information is shared with other organisations such as advertisers. Quite often targeting or advertising cookies will be linked to site functionality provided by the other organisation.

How we use cookies?

We only use cookies that enable us to improve your experience using our site or that provide services which you have directly requested (such as logging in to our secure area). We collect anonymous site usage statistics using cookies through Google Analytics which do not identify who you are. These statistics are aggregated so that we can look at ways of improving our website and how it works. We do not use cookies that share your information or activity with third parties.

We do not capture or store any personal information about individuals who access this website, except where you voluntarily choose to give us your personal details via e-mail or by enquiring about or ordering any of our services and products. In these latter cases, the personal information you give us is used exclusively by us to provide you with current and future information about our services and products. We do not pass any of your personal data to outside organisations and/or individuals, except with your express consent.

You have a right to know about the personal information we hold about you. You also have a right to have your data corrected or deleted. Please address all your requests and/or queries about our data protection to:

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