

# Privacy Notice

Communications Team



North Yorkshire  
County Council

This Privacy Notice is designed to help you understand how and why the Communications Team processes your personal data. This notice should be read in conjunction with the Council's [Corporate Privacy Notice](#).

## Who are we?

North Yorkshire County Council is a 'Data Controller' as defined by Article 4(7) of the General Data Protection Regulation (GDPR). The communications team work with all council services to deliver, and advise on, communications including media relations, internal communications, campaigns, marketing, corporate identity, public information and engagement. The head of communications leads the service.

The Council has appointed **Veritau Ltd** to be its Data Protection Officer. Their contact details are:

Data Protection Officer Veritau Ltd County Hall Racecourse Lane Northallerton DL7 8AL 01609 53 2526
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## What personal information do we collect and why do you require it?

The Communications Team processes personal data to enable the team to prepare communications and deal with media requests (for example press releases and/or conferences).

The team does not routinely collect special category personal data. However, it is recognised that sometimes the team may be required to process data considered to be 'Special Category'. These include, but not necessarily limited to, details about: criminal conviction history, religious or philosophical beliefs, political opinions or affiliations, trade Union membership, mental or physical health, sexual life or sexual orientation, race or ethnic origin.

The Team also maintains a distribution list to enable it to send out the Council's E-Newsletter.

## Who do we share this information with?

The Team does not routinely share personal data with any other organisation.

## How long do we keep your information for?

Data held	Retention period
Data relating to a case being covered by the media,	Data is destroyed upon closure of a case. Some information may be retained

	indefinitely as an archival and/or historic record. This will usually only be information that has already been made publicly available.
<b>Name and Email Address (for Newsletter Distribution list)</b>	Until you withdraw your consent

**What is our lawful basis for processing your information?**

Personal Data, used as part of a media enquiry or publication, is processed as necessary to fulfil a public task.

Data processed to maintain a distribution list is done so based on your consent.

**For More information about how the County Council uses your data, including your privacy rights and the complaints process, please see our [Corporate Privacy Notice](#).**