

Privacy Notice

Grow and Learn Text Service



North Yorkshire
County Council

This Privacy Notice is designed to help you understand how and why the Children and Families service processes your personal data for the Grown and Learn text service. 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 Grow and learn text service will;

- Tell parents about services they can use at the library
- Tell parents the times and dates of baby sessions at their local library
- Give parents some top tips on reading, singing and chatting to their baby.

Parents will receive 2 text messages a week for the first 6 months of their baby's life.

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

What personal information do we collect?

Name (Of two carers)
Contact mobile Number
Date of birth of your child

We will collect this data at the registration of a birth, from the person who registers the birth and will ask for details of a second carer so they can also receive these informative messages. The person completing this registration will confirm that they will make the second person aware they have provided their details in order to receive these messages. The person who was not present at the registration will subsequently receive a text confirming that they have been signed up to the scheme at the registration of a birth, and can opt out at this point or any future point.

Why do we collect your personal information?

We would like to inform you of events and information relevant to your child. This will include information about local events and top tips on reading, singing and chatting to your baby.

Who do we share this information with?

This information will be provided when you register the birth of your child. The registrar's staff will pass it to the Children and Families service who will send the texts to the carer.

How long do we keep your information for?

Data held	Retention period
Contact list for texting.	This will be a live document and information will be deleted once people are removed from the list. Information will be stored for six months after the person signs up.

What is our lawful basis for processing your information?

For this purpose, we rely on the basis on consent as an Article 6 basis. Recipients can unsubscribe from this service at any time.

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](#).