

Privacy Notice

This document describes how and why we collect, store, protect, process and share the data you give to us. We collect personal data to help us to ensure that the B4L (Brushing 4 Life) service meets the needs of local parents and children.

Date of Issue: 29th August 2018

Update History:

29 th August 2018	First issue of a new Privacy Notice
13 April 2022	Minor amendment to contact details of the Data Protection Officer

Directorate: Communities
Service: Public Health and Wellbeing

About the Organisation

West Berkshire Council is the Data Controller. This means it is ultimately responsible for the data it holds about you.

Contact Address:

West Berkshire Council
Market Street
Newbury
Berkshire
RG14 5LD

ICO Registration Number: **Z6825178**
<https://ico.org.uk/ESDWebPages/Entry/Z6825178>

The Data Protection Officer

Contact details for the Data Protection Officer at the Council can be found at:
www.westberks.gov.uk/dpofficer

What data will we collect about you?

We'll collect:

- Your child/children's name
- Your child/children's postcode
- Your child/children's oral health practices, i.e. how often they clean their teeth etc.

What will we use your data for?

We use this data to work out whether the distribution and use of the Brushing 4 Life packs increase good oral health in children under 3 years of age.

This helps us to work out how effective the service is for the families that use it, and if there are ways we can improve it.

Please note that the data this privacy notice relates to is data we collect and use for evaluation **only**. When you register with Health Visiting Service and/or the Family Hubs, you may give them different data in order to access the service.

The Health Visiting Service is run by Berkshire Healthcare NHS Foundation Trust. The Family Hubs are run by West Berkshire Council – they may also process personal data for the service.

Who will see your data?

Your personal data will only be accessible to authorised officers in the Public Health Team within West Berkshire Council.

Evaluation results of the B4L programme are anonymised and no individual children or families can be identified from them. We might share this anonymised data with relevant agencies that have an interest in how well B4L is having an effect on oral health and meeting the needs of parents and children.

We won't share or transfer your data to anyone else, unless we are legally obliged to do so, and won't sell or use the data you give us for anything else.

Why are we doing this?

The council processes the personal data of your children in its legitimate interests as a Public Authority. This means that we are using the data you give us in the interests of the general public – to provide an effective service and to make sure we operate it as efficiently as possible.

The Council is also processing this data in the interests of statistical research. This is explicitly allowed in the General Data Protection Regulations (GDPR) Article 89 (1). We anonymise the data you give us and protect it from misuse, theft or loss by making sure the processes, training and systems we use are strong and secure.

You don't have to consent to us collecting and using your data, it's your choice, but doing so will help us to make the Brushing For Life as effective as possible.

You have certain rights when it comes to the data we hold, and what we do with it. There's more on what these rights are below (see "Your Rights").

How long will your data will be kept?

Your data will not be kept any longer than necessary. You can check how long the organisation will keep each type of data against West Berkshire Council's retention schedule (www.westberks.gov.uk/retention).

How is your data stored and processed?

Your data will be held on **encrypted Council's database** and will be protected using upto-date technical and organisational security measures.

Transfer overseas

Your data will not be stored or sent outside of the UK.

Your rights

You have a number of rights when it comes to the data we hold about you. These are detailed on our request form (www.westberks.gov.uk/dprequest) that also allows you to make a request for us to take action about something.

Complaints

If you've already told us we need to do something, but we haven't responded in a way you're satisfied with, you can complain to the Information Commissioner's Office (the ICO). It's easiest to do this online via the ICO website (<https://ico.org.uk/concerns/handling/>), but you can also do so in writing to:

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

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