

This leaflet explains what we use your personal information for and how we take care of it. This leaflet is only a guide to data protection. It does not give full details of all your rights.

The Data Protection Act 1998 improved the rights people have over information that businesses and government organisations hold about them.

We think it is extremely important for us to keep any personal information we have about customers secure and confidential. We have published this leaflet to tell you about the effect the Data Protection Act 1998 (the Act) has on the relationship between you and us.

This leaflet sets out how we can use information about you and how we will store that information. It also briefly explains your right to see your personal information. More details about this are provided in our leaflet 'Access to your personal information'.

### Why we need information

We are a large organisation and we provide a wide range of services to the community. In order to do this, we need to keep personal information about people who use our services.

This information helps us to:

- plan, develop and provide services for the community, to provide statistics and information to guide our budgets; supervise and manage staff; and
- provide a helpful and efficient response when customers ask for help and advice.

A lot of this information is now held on computer, but we also keep information in paper filing systems.

### What personal information do we hold?

Because of the many different services we provide, for example, education, social services, leisure, tourism, libraries, housing and so on, the personal information we need to gather and keep about you will depend on the services you are using or receiving from us. So the personal information we hold may be just your name and address, or it may include details of members of your family, carers, council staff who are working with you and other professionals who are providing you with a service. Under the Act, personal information now includes 'sound and image' information, for example, information captured by CCTV (closed circuit television) or held on video, audio tape, DVD or CD.

### How we get the information

You will provide most of the information we get but, depending on the type of service you use, we may also get information from other government, voluntary or private organisations, and from your family, carers or other people. All of this information will help us to provide the best services to meet your needs.

### Taking care of your personal information

We are committed to maintaining the highest standards of security and confidentiality when holding personal information.

We must report how we use personal information to the Information Commissioner, who is responsible for making sure that in the UK, information is collected, held and used in line with the Act.

We have a Data Protection Officer and a number of staff who act on the officer's behalf.

### The address of the Data Protection Officer is:

The Data Protection Officer  
Law & Corporate Governance  
Swindon Borough Council  
Civic Offices  
Euclid Street  
Swindon  
SN1 2JH.

When dealing with your personal information we will aim to do the following.

- Tell you, whenever possible, why we need to keep your information and what we use it for.
- Only use your personal information for what we have said we will use it for.
- Only keep adequate, relevant personal information about you, which is no more than we need to meet our purposes. (That is, we will keep only the personal information that we need in order to provide services to you, or to meet our legal obligations).
- Take all reasonable steps to make sure that your personal information is accurate and up-to-date. (Please help us to do this by telling us if any of your details change.)
- Delete or destroy personal information about you at the appropriate time and in line with our 'retention and disposal' policies.

- Take all reasonable steps to guard against accidental loss of or damage to your personal information and to make sure that employees authorised to use personal information know about the Act.

### Passing on your personal information

As we offer a wide range of services, we have a number of separate departments (called service areas,) which are responsible for different services. We also work with other government, voluntary and private organisations to provide services to you. This means that we may sometimes need to pass on your personal information to different service areas or other organisations.

When we report our use of personal information to the Information Commissioner, we must say who we may pass personal information to. If you want to know what we will use personal information for and who we may pass it to, you can inspect the data register at the Information Commissioner's office in Wilmslow (see the address opposite). If you have internet access, you can also view the register at [www.dataprotection.gov.uk](http://www.dataprotection.gov.uk)

(The data register does not hold any personal information, only what people or organisations can do with it.)

### You can get an organisation's entry on the register free of charge by contacting:

The Office of the Information Commissioner  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF.

When passing on your personal information we will do the following.

- Try to let you know who we may want to pass your personal information to. We will do this when we get information from you.
- Only pass your personal information on if this is necessary for the purposes we gathered it for.
- Only pass your personal information to those people or organisations who are authorised to see it, as we reported to the Information Commissioner.
- Protect the confidentiality and security of your personal information when we contract private organisations to provide services to you.

### Your rights to see your personal information

Under the Act you can see your own personal information. If you would like to know more about this, please ask for our leaflet 'Access to your personal information'.

### Assessments by the Information Commissioner

If you think we have broken any of the principles of the Data Protection Act, you can ask the Information Commissioner to carry out an assessment.

### Information about us

If you would like to know more about us and the services we provide, please contact us as follows.

**Address:** Swindon Borough Council  
Civic Offices  
Euclid Street  
Swindon  
SN1 1JY

**Phone:** 01793 463000

**E mail:** [customerservices@swindon.gov.uk](mailto:customerservices@swindon.gov.uk)

**Website:** [www.swindon.gov.uk](http://www.swindon.gov.uk)

If you want this leaflet in large print, in Braille or on audio tape, phone Customer Services on 01793 463725.

Designed by the Graphics Unit. LCG0015



# Data protection and you