



## WEBSITE & SOCIAL MEDIA PRIVACY NOTICE

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### WEBSITE & SOCIAL MEDIA PRIVACY NOTICE

This privacy policy sets out how Neston Town Council (hereafter referred to as 'The Council') uses and protects any information that you give us when you use our website, communicate with us via an electronic format such as email or via any of our social media channels.

Neston Town Council is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using our website, social media or other electronic format, then you can be assured that it will only be used in accordance with this privacy notice.

#### What we may collect

We may collect the following information through our website, electronic mail or social media:

- Name and Job Title.
- Contact information such as an email address or telephone / mobile number.
- Organisation / Company Name.
- Demographic information such as postcode, preferences and interests.
- Other information relevant to surveys and / or offers.

#### What could be automatically collected?

When someone visits our website <https://neston.org.uk> we use a third-party service, Google Analytics, to collect standard internet log information (browser, operating system, approximate, but not precise, geographic location) and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various pages of the website.

This information is only processed in a way which does not identify an individual person. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website.

If we do want to collect personally identifiable information through our website, for example through a survey or request for resident's feedback, we will be up front about this. We will make it clear when we collect personal information and will explain what we intend to do with it.

## **What we do with the information we gather**

We sometimes require personal information to understand your needs and provide you with a better service as a public authority, and in particular for the following reasons:

- To fulfil a legal requirement.
- Internal record keeping.
- We may use the information to improve our products and services.
- We may periodically send promotional emails about new events, promotions, special offers or other information which we think you may find interesting using the email address which you have provided. You will be able to opt out of this at any time.
- From time to time, we may also use your information to contact you for surveys or market research purposes. We may contact you by email, phone or mail. We may use the information to customise our website according to your interests.

## **What are cookies?**

To make this site work properly, we sometimes place small data files called cookies on your device. Almost all websites do this for a variety of reasons.

A cookie is a small text file that a website saves on your computer or mobile device when you visit a website. It enables the website to remember your actions and preferences (such as login, language, font-size and other display preferences) over a period of time, so you don't have to keep re-entering them whenever you come back to the site or browse from one page to another.

Cookies often ask for permission to be placed on your computer's hard drive. Once you agree, the file is added to your device. Cookies can allow web applications to respond to your browser as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

## **How we use cookies**

We primarily use traffic logging cookies to identify which pages on our website are being used. This helps us analyse data about web page traffic and improve our website in order to create a better experience for our website users. We only use this information for statistical analysis purposes and do not permit the cookies to personally identify any individual user of the website.

The cookies used on our website include those which are strictly necessary cookies for access and navigation, cookies that track usage (performance cookies), remember your choices (functionality cookies).

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept some cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of our website.

We may use the information we obtain from cookies for the following purposes:

- To recognise a visitor when you visit the website.
- To track your usage as you navigate the website, and to enable the use of any e-commerce, survey or communication facilities.
- To improve the website's usability and accessibility.
- To analyse the usage of the information provided through the website.
- In the administration of the website.

Your use of our website is taken as consent to the placing of cookies on your system. If you disagree, please take the following actions:

- Close the website.
- Use your web browser's tools to "delete your cache / cookies".
- Quit your browser.

To prevent future cookies, you can then choose to disallow cookies from this website via your browser settings.

If you continue without changing your settings, we'll assume that you are happy to receive all cookies from our website.

### **Cookie caveats**

We are not in control of the delivery of cookies from service providers or third parties you may visit from links on our website.

Other websites, either linked to by our website, or which you visit prior to or following visiting our website, will have different policies regarding cookies and these cookies may track or collate other data about you personally or your usage of the internet. This data may be used to provide targeted content, advertisements or other services based on your previous browser usage.

Any comments or questions that you may have should be raised with the originator of those cookies.

Our website may provide social sharing buttons which help share web content directly from web pages to the social media platform in question or you may choose to do so manually.

Users are advised before sharing web pages using social media that they do so at their own discretion and note that the social media platform may track and save your request to share a Council web page respectively through your social media platform account which we cannot control.

### **Links to other websites**

Our website may contain links to other websites of interest. We endeavour to only include quality, safe and relevant external links. However, once you have used these links to leave our site, you should note that we do not have any control over the content, security or tracking characteristics of that website, which may have changed since we audited the link.

Neston Town Council therefore cannot guarantee or verify the contents of any externally linked websites. Users should therefore note they click on external links at their own risk. Our website volunteers and Neston Town Council cannot be held liable for any damages or implications caused by visiting any external links on the website. All such sites are not governed by this privacy statement.

Users are therefore advised to adopt a policy of caution before clicking any external web links from this website and once browsing a third-party website. You should study the privacy statement applicable to the website in question if you have any concerns before providing personal information to a third-party website.

### **Social media**

Communication, engagement and actions taken through external social media platforms are custom to the terms and conditions as well as the privacy policies held with each social media platform.

Users are advised to use social media platforms wisely and communicate / engage upon them with due care and caution in regard to their own privacy and personal details.

Should you contact us using Facebook and Twitter we may respond to this interaction with you using the same channel or via alternative contact details you provide in your correspondence. If you send us a private or direct message via Facebook or Twitter the message will be deleted within one month.

The Council will not ask for personal or sensitive information through social media platforms. If you wish to discuss sensitive details, you are advised to contact us by telephone or email and we can make an appointment to see you.

We may update this notice to include other social media in the future.

### **Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

### **Your Personal Information**

You may request details of personal information which we hold about you under the Data Protection Act. If you would like a copy of the information held on you, please write to Neston Town Council, Neston Town Hall, High Street, Neston, Cheshire CH64 9TR.

If you believe that any information, we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at [council@nestontowncouncil.org.uk](mailto:council@nestontowncouncil.org.uk). We will not sell, distribute or lease your personal information to third parties unless required by law to do so.

## **Contact Details**

You may request details of personal information which we hold about you under the Data Protection Act. If you believe that any information, we are holding on you is incorrect or incomplete, please contact us as soon as possible. We will promptly correct any information found to be incorrect.

If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us. We will not sell, distribute or lease your personal information to third parties unless required by law to do so.

If you would like a copy of the information held on you, or if you have any questions about this Privacy Notice, the personal data we hold about you or to exercise relevant rights, queries or complaints please contact us using one of these methods:

Post: The Data Controller, Neston Town Council, Neston, CH64 9TR.

Email: [council@nestontowncouncil.org.uk](mailto:council@nestontowncouncil.org.uk)

Telephone: 0151 336 3840

### **The Council's Data Protection Officer is:**

Post: JDH Services Ltd, Carreg Lwyd, Cefn Bychan Road Pantymwyn, Flintshire, CH7 5EW.

Email: [john@jdhbs.co.uk](mailto:john@jdhbs.co.uk)

Telephone: 01352 754 807

### **Information Commissioners Office (ICO)**

You can contact the Information Commissioners Office via

Post: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF.

Email: <https://ico.org.uk/global/contact-us/email/>

Telephone: 0303 123 1113