

## 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 provide to us, when you use our website and/or 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 in any other electronic format, for example email, 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, social media or other electronic formats:

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

#### What could be automatically collected?

When a user visits our website, we use a third-party service, currently Google Analytics, to collect basic internet traffic information about these visits, this information includes; the web browser used, the operating system of the device, the date/time of the visit, an approximate (but not precise) geographic location of the web browser (typically the nearest city) and details of how the users navigate through the website.

We do this to find out things such as the number of visitors to the various pages of the website, define the seasonal popularity of certain pages/content of the website, to explore demand for additional content for the website and to improve the overall user experience.

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

If we do wish to collect personally identifiable information through our website, for example through a survey or request for resident's feedback, we will be upfront about this. We will make it clear when we request to collect personal information and will explain what we intend to do with it prior to the point of collection.

## **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.
- To provide a service as a public authority.
- For internal record keeping.

In addition, we may use the personal information to:

- Improve our products and services as a public authority.
- We may periodically send promotional / informational communications about The Council's activity, new or upcoming events, promotions, special offers or other information which we think you may find interesting using contact details which you have provided. You will be able to opt out of this at any time.
- We may also use your information to contact you for surveys or market research purposes. We may contact you by email, phone or postal mail. You will be able opt out of this at any time.

## **What are cookies?**

To make our website work properly, we sometimes place small data files called a 'cookie' 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 storing login details, language or translations, font-sizes and other display preferences), so you don't have to keep re-entering these preferences 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 or devices internal storage medium. Once you agree, the file is added to your device.

Cookies allow web applications (such as a website) to respond to your browser based on your individual requirements. The web application can therefore tailor its operations to your needs, likes and dislikes by remembering information about your preferences using data stored in these cookies.

Your device may store several different cookies from the same website, each of which may perform a different purpose. Some websites will search for cookies saved by other websites to determine or obtain additional information about your historic search activity, preferences or interests.

You can often choose to accept or decline cookies on a pop-up which appears on first accessing a website although not all websites have this popup. Most modern web browsers will automatically accept cookies by default, however you can modify your browser settings to automatically decline all cookies or specific cookie types if you wish, for increased privacy.

Declining cookies may prevent you from accessing certain aspects or functionality of a given website if cookies are required for a provided service or activity within the code creating the website. Not all websites will use cookies in an ethical manner and you should be aware of this whilst accessing any websites online.

## **How we use cookies**

We use "traffic logging" cookies to identify which pages on our website are being accessed by users. This helps us analyse data about web page traffic and improve our website in order to create a better experience for all website users.

The other cookies used by our website which are defined as “optional” cookies are used for access and navigation or to remember any customisation you make to the display of the website such as activating accessibility features such as high contrast view or enlarged text. These choices are stored in a cookie for future use, if permitted by the user, these are termed as “functionality cookies”.

We only use information collected via cookies for statistical analysis purposes and do not permit, nor use the cookies to personally identify any individual user of the website. We do not scan your device for cookies created by other websites and do not attempt to collect any data contained in those cookies.

The cookies on our website in no way provide access to your computer or any personal information about you.

Overall, we only use cookies help us provide you with a better website, by enabling us to monitor which pages users find useful and which they do not.

We may use cookies for the following purposes:

- To anonymously recognise a device when it is used to visit the website.
- To anonymously track navigation of the website.
- To enable the use of any e-commerce, survey or communication facilities if strictly necessary.
- 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 tab or window containing the website.
- Delete the cache & cookies stored by your web browser.

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

If you continue without changing your settings, we will assume that you are happy to receive cookies from our website as outlined above.

## **Cookie caveats**

Whilst there is no personal data in the cookies saved by your web browser on visiting our website, the existence of the cookie will indicate that the device has been used to visit The Council’s website.

Other websites, which you visit subsequently, will have different policies regarding cookies and these website(s) may use cookies which track or collate other data about you personally or your usage of the internet. We cannot control or influence other websites usage of cookies.

All the cookies on your device may be used to provide targeted content, advertisements or other services based on your previous web browser usage by other websites and services. We cannot control or influence this.

Our website may provide social sharing buttons which help share web content directly from our website pages to social media platforms which you may use, or you may choose to share our web content manually.

All users should be advised that in sharing web pages using social media, that they do so at their own discretion, and to note that the social media platform may track and save your request to share a Council web page, or any associated content. This data will be stored by the social media platform, which we cannot control or influence.

## **Links to other websites**

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

Neston Town Council therefore cannot guarantee or verify the contents or activity of any externally linked websites within our website. Users should therefore note that they click on external links at their own risk.

Our website volunteers and Neston Town Council cannot be held liable for any damages or consequences caused by visiting any external links on the website. All such external websites or services 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 (or any other Council managed website) and continue to adopt such caution once browsing a third-party website. Users should carefully study the privacy statement applicable to the website in question, if there are any privacy concerns regarding a third-party website.

## **Social media**

Communication, engagement and actions taken through external social media platforms are subject to the terms & conditions and privacy policies published by each social media platform.

Users are advised to use social media platforms cautiously and communicate / engage with / through them with due care and caution regarding their own privacy and personal details. Users should be aware that many social media platforms provide their services for free in exchange for access to the user's personal data which the social media platform may use themselves or sell / licence to other business entities.

Should you contact us using Facebook, Twitter (now known as X), Instagram or any other social media platform, we may respond to this interaction with you using the same channel through which you have made contact, or via alternative contact details you may have provided in your correspondence.

The Council will not ask users to provide personal or sensitive information through social media platforms. Should you wish to discuss a sensitive topic involving personal details, you are best advised to contact us directly via telephone or email to ensure privacy of your personal details.

If you send us a "private" or "direct message" via Facebook, Twitter (X), Instagram or another social media platform, the message will be deleted within one month.

## **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**

We will not sell, distribute or lease your personal information to third parties unless required by law to do so.

If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by emailing or writing to us to let us know.

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

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, 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: JDH Services Ltd**

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

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

Telephone: 01352 754 807

**Information Commissioners Office (ICO)**

You can contact the Information Commissioners Office via:

Post: Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF.

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

Telephone: 0303 123 1113