

## **Trading Standards - Privacy Notice**

This notice should be read in conjunction with the Council's general Privacy Notice: [Shropshire Council's privacy notice | Shropshire Council](#).

The details below provide additional details relating to the processing of Personal Data in relation to the provision of administering the Trading Standards service.

### **Who we are and what do we do?**

Shropshire Council's Trading Standards Team is a data controller under the data protection legislation as we collect and process personal information about you in order to provide regulatory functions to protect consumers and support business

We receive complaints and requests for advice around trading standards and consumer law. We also investigate allegations of unlicensed and illegal activity and breaches of authorisations/the law.

### **How do we collect information from you?**

We collect information from you when you visit the Shropshire Council website also when you contact us in writing, speak to us on the phone, by email or any other type of electronic communication, or talk to us face to face

### **What information do we collect?**

We collect different categories of information about you, depending on the service you want from us and/or the reason why we need to process information relating to you. This could be personal information (for example, your name and address), or other more sensitive data that we would only collect and use in very particular circumstances that are set out in law.

Information can be obtained by this Service from a number of sources which includes but is not limited to:

- The Citizens Advice Consumer Service
- Other local authorities, including Trading Standards Services and regionally co-ordinated groups
- National Trading Standards, including nationally funded/co-ordinated teams
- Government departments/agencies, e.g., Food Standards Agency, Office for Product Safety and Standards, Competition and Markets Authority,
- Environment Agency, DEFRA, APHA
- Other regulators, e.g., HM Revenue & Customs, Health and Safety Executive
- Other law enforcement agencies e.g., Police, National Crime Agency
- Judicial agencies, e.g., courts, bailiffs, lawyers, other advocates, CPS
- Other Shropshire Council services and teams
- Trade and/or sector associations and business organisations
- Members of the public
- Businesses and employers
- Voluntary organisations and charities
- Witnesses, including expert witnesses Litigants or complainants
- NAFN (National Anti-Fraud Network)

**Who are we likely to share information with? This includes 3<sup>rd</sup> parties who share information with us**

Unless we are required to provide information to an organisation/body under a statutory requirement, all organisations we pass your information to will have an information-sharing agreement with us to ensure they meet the standards of the GDPR and the DPA 2018, and will be covered by a legal basis allowing them to collect, use and share your personal information.

We will not sell or rent your information to third parties. We will not share your information with third parties for marketing purposes.

We may share your information with the following third parties for the reasons detailed:

- other Shropshire Council services and teams that support our service may also have access to your personal information to carry out their functions (e.g., Legal Services, Customer Insight Team, ICT, Information Governance)
- Judicial agencies, e.g., court services, bailiffs, barristers/solicitors, CPS, in respect of civil, criminal and quasi-judicial legal proceedings undertaken by the Council
- other local authorities, including Trading Standards Services (including regionally co-ordinated groups and nationally funded/co-ordinated teams under NTS), regulators and law enforcement agencies (e.g., Police, HM Revenue & Customs, Health and Safety Executive, National Crime Agency) for the prevention, detection and/or investigation of crime and other law enforcement responsibilities
- Government departments/agencies e.g., Competition and Markets Authority, Food Standards Agency, Office for Product Safety & Standards, DEFRA, APHA, Environment Agency, Department for Business and Trade, Department for Levelling Up, Housing and Communities, for the prevention, detection and/or investigation of crime and other law enforcement responsibilities
- Support agencies, e.g., Age UK, Victim Support, Citizens Advice, to provide support to vulnerable individuals, which is in the public interest
- Witnesses, including expert witnesses, as a result of any ongoing investigation or investigative process for the purpose of obtaining evidence of criminal activity
- members of the public under certain Freedom of Information conditions
- to individuals or their representatives under any statutory provision to disclose information (e.g., to an individual under the Enterprise Act for the pursuance of civil proceedings)
- Your family in respect of age-restricted sales volunteers for the prevention, detection and/or investigation of crime
- IT software suppliers for technical purposes and maintenance of data records

### **How is your information used?**

We will use your information to:

- fulfil our legal obligations under a wide range of consumer and business protection legislation through a range of enforcement activities including visits, inspections, testing, surveillance, conducting investigations and making enquiries into criminal offences and civil law breaches; for an indicative legislation list, refer to Part 8 of the Council's Constitution
- comply with all legal and statutory obligations and powers
- produce statistics and reports from data to comply with government department research and statistical returns
- develop and improve policies, procedures and strategies

We may use your information (where necessary) to:

- prevent crime and fraud
- help safeguard vulnerable people

- maintain a fair trading environment, including combatting illegal trading
- undertake market surveillance activities to monitor and address product safety issues
- monitor and address the sale of age restricted products to minors
- verify weights and measures in trade use
- administer registrations and grant licences/certificates
- monitoring, researching, analysing and reporting intelligence requirements
- provide advice, deal with complaints/service requests, undertake investigations and institute legal proceedings
- improve our services and educate and train staff

### **Keeping your data up to date?**

We want to ensure any information we hold is accurate. You can help us by promptly informing us of any changes to the information we hold about you.

### **Research and statistics**

Anonymised and pseudonymised data may be used for research & statistical purposes. Any data collected may be used for research and statistical purposes that are relevant and compatible with the purpose that the data was collected for.

### **How long will we keep your information for?**

We keep and dispose of all records in line with our corporate retention schedule which is 7 years from the date of case closure. We will comply with Data Protection legislation in regard to how long we keep your data.

### **What security precautions in place to protect the loss, misuse or alteration of your information?**

We are strongly committed to data security and will take reasonable and appropriate steps to protect your personal information from unauthorised access, loss, misuse, alteration or corruption. We have put in place physical, electronic, and managerial procedures to safeguard the information you provide to us. However, we cannot guarantee the security of any information you transmit to us. We recommend that you take every precaution to protect your personal information.

### **Details of any automated decision processes**

We do not make use of or use any automated decision-making processes (including profiling).

### **Under 13**

If you are accessing online services and are under the age of 13, please get your parent/guardian's permission beforehand whenever you provide us with personal information.