

## Privacy notice – Trading Standards

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

### Who we are?

Trading Standards is part of the Business and Consumer Protection Service providing regulatory functions to protect consumers and support business. Our address is: Trading Standards, Shropshire Council, Shirehall, Abbey Foregate, Shrewsbury, SY2 6ND. You can contact our Data Protection Officer on: 01743 252179 or by email at: [information.request@shropshire.gov.uk](mailto:information.request@shropshire.gov.uk)

### 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 types of information do we collect from you?

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.

### Details of information obtained from third parties?

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

## **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, which can be found at <http://staff.shropshire.gov.uk/committee-services/ecCatDisplay.aspx?sch=doc&cat=13331&path=0%20>
- 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

## **Research and statistics**

Anonymised and pseudonymised data may be used for research and 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.

## **Who has access to your information?**

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

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

### **What security precautions are 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.

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

We want to ensure any information we hold is accurate. Please let us know promptly of any changes to the information we hold about you.

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

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