

Privacy Notice
Durham County Council
Digital and Customer Services
Service Improvement Team – CRM System Online Registration

1. Who we are and what we do

Durham County Council's Service Improvement Team are responsible for:

- Development and maintenance of our CRM system
- The system is the authorities default customer management system and forms a single layer for all customer contact, interactions and requests for case/service management across all service areas and contact channels with user adoption organisation-wide.
- the CRM integrates with core service area specific business process applications to allow the transfer of data to ensure seamless transfer and effective service delivery
- Transaction and customer specific information will be collated and shared to build cross-service customer profiles providing customer business intelligence and customer insight.

Durham County Council is the Data Controller in terms of your information and Data Protection.

2. What type of personal information do we collect and how do we collect it?

When you contact us we collect the following personal information:

- Your name
- Your address
- Your contact details (telephone number and/or email address)
- Your date of birth
- Payment details (if applicable)
- Any personal information relevant to your request/enquiry. These details will be held in the specific Privacy Notice related to that service/function

We collect information about you:

- When you submit an enquiry via an online form, by telephone, face to face or by email when you contact us.

3. What is our power to obtain and use the personal data?

When we collect and use your personal information we rely on:

- **Public task** as the processing is necessary for us to perform our official functions.
- **Legitimate Interests** processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data, in particular where the data subject is a child.

4. What is your personal information used for?

The Service Improvement Team collects and uses information about you:

- To send the data you provide to us to our service teams to allow them investigate and respond to a request / enquiry /complaint you have made
- to send you information regarding the progress of your request / enquiry / complaint

- We may use the information we hold about you for the purposes of providing you with further information and updates about services that the Council provides to you.
- Transaction and customer specific information will be collated and shared to build cross-service customer profiles providing customer business intelligence and customer insight.
- Information will also be used to support investigations should things go wrong

5. Will your personal information be shared?

We may share Information with partner organisations such as Police Service, Fire and Rescue Service, Ambulance Service etc. The type of service will determine if we share information. These details will be held in the specific Privacy Notice related to that service/function.

In some cases, such as for the prevention and detection of crime, we are legally obliged to share information with other agencies.

6. How do we keep your personal information secure?

The security of your personal information is important to us. This is why we follow a range of security policies and procedures to control and safeguard access to and use of your personal information.

7. How long will we keep your personal information?

After we deliver a service to you, we have to keep your information as a business record of what was delivered. The type of service will determine how long we have to keep it. These details will be held in the specific Privacy Notice related to that service/function. Account records held on the Customer Relation Management (CRM) system are retained for the duration of their administrative use. For more specific details see our retention guidelines.

8. Is your personal information processed outside the European Economic Community (EEC)?

We do not process your personal information outside of the EEC.

9. Marketing (if applicable)

At no time will your information be passed to organisations external to us and our partners for marketing or sales purposes or for any commercial use without your prior express consent.

10. What are your Information Rights?

Your Information Rights are set out in the law. Subject to some legal exceptions, you have the right to:

- Have any inaccuracies corrected,
- Have your personal data erased,
- Place a restriction on our processing of your data,
- Object to processing and
- Request your data to be ported (data portability).

To exercise any of these rights please use our online application form at [DCC website](#)

You also have the right to request a copy of the personal information the council holds about you. To do this, you can apply online or download an application form from the [DCC website](#) or you can contact the data protection team at dataprotection@durham.gov.uk

To learn more about these rights please see the [ICO website](#)

If something goes wrong with your personal information, or you have questions about how we use it, please contact the Data Protection Officer at DPO@durham.gov.uk or call 03000 268050

If we have not been able to deal with your complaint, you can also contact the [Information Commissioner's Office](#)

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Tel: 0303 123 1113 (local rate) or 01625 545 745

Fax: 01625 524 510