

## Privacy Notice for Social Media

### 1. Who we are and what we do

Durham County Council  
Transformation and Partnerships  
Communications and Marketing

Durham County Council's Communications and Marketing Team is responsible for the promotion of services, campaigns and events in order to provide information, encourage take up, change behaviours and enhance the reputation of the council. We use social media as part of this role.

For the purposes of Data Protection, Durham County Council is the Data Controller for your information.

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

#### What type of personal data do we collect?

We may collect the following types of personal data:

- Your name, address, email address, telephone number, social media handle and other contact information that allow us to deal with your enquiry
- Comments/images posted by you on a public social media channel that may contain personal or sensitive data
- Filming of you

#### How we collect personal information

We may collect through posts, direct mailings, screen shots, filming and recording in emails from any social media channel we run, including those on Facebook, Twitter, Instagram and LinkedIn when you submit an enquiry and make a comment. We will not film you without your prior consent.

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

When we collect and use your personal information we rely on the following lawful basis:

#### Article 6

- **Consent:** You or a legal representative have given consent.
- **Legitimate interest:** processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party

#### Article 9

- Processing relates to personal data which are manifestly made public by the data subject.

### 4. What is your personal information used for?

We use the information to:

- deliver services and support to you
- manage those services we provide to you;
- help investigate any worries or complaints you have about your services;
- enforce our [social media moderation policy](#)
- create videos which will be placed on our YouTube channel

### 5. Will your personal information be shared?

We will not share any personal data that you supply to us privately. We may share posts you have already made public.

#### 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.

Examples of our security include:

- Controlling access to systems and networks allows us to stop people who are not allowed to view your personal information from getting access to it
- Training for our staff allows us to make them aware of how to handle information and how and when to report when something goes wrong
- Regular testing of our technology and ways of working including keeping up to date on the latest security updates

#### 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 service will determine how long we have to keep it. Our [corporate retention guidelines](#) show how long we keep it for different services. This ranges from months for some records to decades for more sensitive records.

The retention periods for this service is 3 years.

#### 8. Is your personal information processed overseas?

We do not you send personal information outside the EU to be processed.

#### 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:

- to have any inaccuracies corrected
- to have your personal data erased
- to place a restriction on our processing of your data
- to object to processing
- to request your data to be ported (data portability)

**If you wish to exercise your information rights, please contact the Data Protection Officer at [DPO@durham.gov.uk](mailto:DPO@durham.gov.uk) or alternatively write to:**

DPO  
Room 143-148

Floor 4  
County Hall  
Durham County Council  
DH1 5UF

You also have the right to request a copy of the [personal information council holds about you](#).

To learn more about these rights please see the [Information Commissioner's Office](#) 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](mailto:DPO@durham.gov.uk).

If we have not been able to deal with your complaint, you can also contact:

[Information Commissioner's Office](#)

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

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

**Fax:** 01625 524 510