



# Peak District National Park Authority Privacy Notice

## Full Privacy Notice

### Contents

[Section 1: Introduction](#)

[Section 2: About Us](#)

[Section 3: Your privacy rights](#)

[Section 4: What kinds of personal information we use](#)

[Section 5: How we collect your personal information](#)

[Section 6: How we use your personal information](#)

[Section 7: Our legal basis for using your personal information](#)

[Section 8: Sharing your personal information with or getting your Personal information from others](#)

[Section 9: Transfers outside the UK](#)

[Section 10: How long we keep personal information for](#)

[Section 11: Keeping you up to date](#)

[Section 12: Your online activities](#)

### Section 1 - Introduction

We take your privacy seriously and you can find out more here about your privacy rights and how we gather, use and share your personal information – that includes personal information we already hold about you now and the further information we might collect about you, either from you directly or from a third party. How we use your personal information will depend on the services we provide to you.

Our Data Protection Officer (DPO) provides help and guidance to make sure we apply the best standards to protecting your personal information. If you have any questions about how we use your personal information our DPO can be reached by email to [customer.service@peakdistrict.gov.uk](mailto:customer.service@peakdistrict.gov.uk) or by post to Peak District National Park Authority, Aldern House, Baslow Road, Bakewell, Derbyshire, DE45 1AE. See [Section 3](#) 'Your Privacy Rights' for more information about your rights and how our DPO can help you.



This privacy notice provides current information about how we use your personal information and replaces any previous notices we have provided. We will update this notice following any changes to data protection law or if we make significant changes affecting how we use your personal information.

[Back to Contents](#)

## Section 2 - About Us

We are what is known as the 'controller' of personal information we gather and use. When we say 'we', 'us' or 'our' in this notice, we mean Peak District National Park and the Moors for the Future Partnership.

We are currently registered as a data controller with the ICO, our registration number is Z7027992

[Back to Contents](#)

## Section 3 - Your Privacy Rights

You have the right to object to how we use your personal information. You also have the right to see what personal information we hold about you. In addition you can ask us to correct inaccuracies, delete or restrict personal information or ask for some or all of your personal information to be provided to you or someone else. You can make a complaint to us; details are available on the [Complaints Procedure](#) page of our website

You can also make a complaint to the UK's data protection supervisory authority, the Information Commissioner's Office, details are available on the [Make a Complaint](#) page of the ICO's website.

To make enquiries about exercising any of your rights set out in this notice, please contact our DPO either by email or post, see [Section 1](#) for details

- **Right to object** – you can object to our processing of your personal information. We have 1 calendar month to respond to your request..
- **Access to your personal information** – you can request a copy of your personal information that we hold, together with a description of what we use, why we use it, who we share it with and how long we keep it for. You can make a request for access free of charge by contacting us as noted above. We have 1 month in which to provide the information or contact you to explain why we need to extend the time to respond or why we are unable to comply.

- **Right to withdraw consent** – if you have given us consent to use your personal information, you can withdraw it at any time, and update any preferences you may have made by contacting us as noted above. This does not affect any processing prior to your request.
- **Rectification** – you can ask us to change or amend any inaccurate or incomplete personal information held about you. We must act on your request within 1 month.
- **Erasure (right to be forgotten)** – you can ask us to delete your personal information where it is no longer necessary for us to have it, you have withdrawn consent, or where we cannot demonstrate a legal basis for keeping it. We have 1 month in which to respond to your request.
- **Portability** – you can ask us to provide you or a third party with some or all of the personal information we about you. If we hold the information electronically we will be able to provide it to you in a structured, commonly used electronic form, so it can be easily transferred. The ability to do this is dependent on the format it is held in such as in a spreadsheet or a PDF file.
- **Restriction** – you can ask us to restrict the personal information we use about you where you have asked for it to be erased or where you have objected to our use of it. We can retain just enough information about you to ensure that the restriction is respected. We have 1 calendar month in which to respond to your request.
- **Make a complaint** – if you have any concerns about how we've used your personal information you can contact us using our complaints procedure. You can also contact the UK's data protection supervisory authority, the Information Commissioner's Office.

[Back to Contents](#)

## Section 4 - What kinds of personal information we use

We use a variety of personal information depending on the services we deliver to you. In most part, we collect your name and contact details which might be your email address, telephone number (mobile and home) and full postal address. We might ask for details to allow us to check your identity, such as a passport, driving licence or utility bill. For some of our services we might need additional information, for example:

- health details for registering and booking you onto one of our guided walks, or for signing you up to volunteer with us.

- banking details for making payments for pre-planning advice, planning applications or for paying for goods at our visitor centres or from our online shop, or to allow us to make grant payments to you

Sometimes where we ask for your personal information to enter into a contract with you or to meet a legal obligation (for example Health and Safety law); we may not be able to provide some services without the right information. See **Section 5** below for more information.

[Back to Contents](#)

## Section 5 - How we gather your personal information

We obtain personal information;

- directly from you, for example when you fill out an application form or complete surveys or respond to consultations.
- indirectly through third parties such as the [Planning Portal](#) when you complete an online planning application, or from partner organisations that support delivery of the services you may receive.

We may also obtain some personal information from monitoring or recording of telephone calls and when we use CCTV. We will record or monitor phone calls for regulatory purposes, for training and to ensure and improve the quality of the service we provide you with, to ensure the safety of our staff and customers, and to help us with resolving queries or issues. We also use CCTV on our premises and in our car parks to ensure the safety and security of our staff and visitors.

[Back to Contents](#)

## Section 6 - How we use your personal information

To provide you with services (such as acknowledging and responding to enquiries, requests for information and dealing with complaints) we will need your name and contact details. We might ask for details to allow us to check your identity, such as a passport, driving licence or utility bill. We might also need health information so that we can provide the right support to vulnerable customers and visitors.

The information you give us for this purpose may be shared internally across teams and with our Members – this allows us to make sure that the issue is dealt with promptly and by the most appropriate member(s) of staff and is used for monitoring purposes so that we can check and improve the quality of our services where needed. It also ensures that we are able to offer a joined-up service and deal with your query on first contact if possible.

**To manage your communications with us, such as enquiries, requests for information, dealing with complaints, we will use:**

- a) the contact details you have provided to us

**To administer payments to and from you and to fulfil orders for our online shop and purchases made in our visitor centres, we will use:**

- a) the contact details you have provided to us
- b) payment details you have provided to us

**To administer and manage agreements we have with you (for the purpose of land management and provision of grant funding), we will use:**

- a) the contact details you have provided to us
- b) payment details you have provided to us
- c) other financial details as required by the agreement (such as annual accounts, business plans and forecasts where necessary for funding purposes)

**To meet our legal obligations in relation to our statutory functions**

- conserving and enhancing the natural beauty, wildlife and cultural heritage
- promoting opportunities for the understanding and enjoyment of the special qualities of national parks by the public
  - and in turn fostering the economic and social well-being of local communities

**Information we collect in relation to these duties:**

- a) the contact details you have provided to us
- b) payment details you have provided to us
- c) other financial details as requested (such as business plans, viability assessments and forecasting information)
- d) health information

**To comply with our legal obligations in relation to safeguarding and to support children and vulnerable customers, we will use:**

- a) information you give to us which identifies a vulnerability (such as a health condition).

We will give information and receive information about vulnerability from third parties where it is necessary to meet our legal obligation, for example from the police, social services or someone acting on your behalf.

**For financial management and debt recovery purposes, we will use:**

- a) the contact details you have provided to us
- b) information available within the organisation regarding your use of our services

We may give this information to our third party payment providers to process the payment for you.

We will give information to and receive information from third parties where it is necessary for the purpose of recovery of debts due from you to us, for example, banks, debt recovery agents, credit reference agencies and sheriff officer or bailiff services. This might include passing personal information about you to a third party who we have transferred your debt to, and who may then contact you directly to collect the debt. If your debt is transferred to a third party you will be advised of the identity of the third party.

We use your information in this way to exercise our legal rights, and because it is fair and reasonable to do so. This is to ensure that we are able to prevent and detect fraud and corruption in the use of public funds.

**To carry out market research and analysis to help develop and improve our services, we will use:**

- a) the contact details you have provided to us
- b) information about how you have used our services, provided by you when you complete a customer satisfaction survey, or through the use of tools that analyse your visits to our websites.

**To market our services to you from us or our partners.**

- a) the contact details you have provided to us
- b) information about how you have used our services, provided by you when you complete a customer satisfaction survey, or through the use of tools that analyse your visits to our websites

**For business customers, we will use personal information about key individuals in the business, so we can operate and administer the services which we provide to the business – to do this we will use:**

- a) personal information about key individuals who are either a sole trader of the business, proprietor, director, company secretary, shareholder, partner, member, committee member, trustee, controller, beneficial owner or authorised signatory to the account of the business.
- b) the personal information we use about key individuals is set out in [Section 6](#) and we may use it for any of the purposes described in [Section 6](#). We may hold personal information on key individuals for the purposes of operating and administering our services which we provide to the business, as well as for the purposes of fraud and money laundering, for debt recovery purposes and to make decisions about the provision of our services.

Personal information on key individuals is obtained directly from the key individual, from the business to which the key individual is linked with, from the key individual's dealings with any

service within the Authority, and from fraud prevention and credit reference agencies. Such information may include special categories of personal information, such as information relating to health or criminal convictions.

[Back to Contents](#)

## Section 7 - Our legal basis for using your information

We only use your personal information where that is permitted by the laws that protect your privacy rights.

### **We will only use personal information where:**

- a) we have your consent (where consent is needed)
- b) we need to use the information to comply with our legal obligations
- c) we need to use the information to enable us to enter into a contract with you and in the fulfilment of that contract
- d) we need to use the information in order for us to carry out a task in the public interest or in the exercise of official authority

Where we have your consent, you have the right to withdraw it. We will let you know how to do that at the time we get your consent. See [Section 11](#) for details about how to withdraw your consent to marketing.

Special protection is given to certain kinds of personal information which is particularly sensitive. This information, about health status, racial or ethnic origin, political views, trade union membership, religious or similar beliefs, sex life or sexual orientation, genetic or biometric identifiers (DNA samples, fingerprint or retina scanning), or criminal convictions or allegations.

### **We will only use this kind of personal information where:**

- a) we have a legal obligation to do so (for example to protect vulnerable people)
- b) it is necessary for us to protect your vital interests (for example if you have a severe and immediate medical need whilst on our premises or taking part in one of events or performing tasks as a volunteer and aren't able to provide consent)
- c) it is in the substantial public interest
- d) it is necessary for the prevention or detection of a crime
- e) it is necessary for insurance purposes
- f) you have given us explicit consent to use the information

We use the following special categories of personal information for the following purpose:



### **Health information**

- If we need to provide you with urgent medical assistance whilst on our premises, attending one of our events or are volunteering with us
- If we identify you have a health related vulnerability, we may share that information internally or with partners and other agencies to the extent needed to protect your interests and provide you with services that are appropriate to you
- To ensure that you are treated fairly when we provide you with our services.

### **Racial /ethnic origin**

- We may ask for this information to fulfil our regulatory and reporting obligations and to ensure fairness and equality when providing you with services

### **Criminal information**

- We may use information about criminal proceedings relating to you for fraud prevention/anti-money laundering purposes and to fulfil our legal and regulatory obligations.

[Back to Contents](#)

## **Section 8 -Sharing your personal information with or getting your personal information from others.**

We may share personal information internally across teams and with Members where we need to do that to provide you with services, provide information on services or for marketing purposes and to, meet or enforce a legal obligation, or where it is fair and reasonable for us to do so. See [Section 6 'How we use your personal information'](#) for more information about how we do this. We will only share your personal information to the extent needed for those purposes.

Who we share your personal information with depends on the services we provide to you and the purposes we use your personal information for. We may need to share your information with other public bodies, charities and other not for profit entities, contractors and credit reference agencies. We will only ever share you information if we are satisfied that our partners or suppliers have sufficient measures in place to protect your information in the same way that we do. We will never share your information for marketing purposes unless you have given us consent to do so. Where you have opted to receive information from the [Peak District National Park Foundation](#) then contact details will be shared to enable them to fulfil the request.

See [Section 6 'How we use your personal information'](#) for more information on sharing information.

Most of the time the personal information we have about you is information you have provided to us directly; or has been gathered by us in the course of providing services to you. See [Section 6 'How we use your personal information'](#) for more information on who we get your personal information from and why.

[Back to Contents](#)

## Section 9 - Transfers outside the UK

Your personal information will only be stored and processed on servers based within the European Economic Area (EEA), or where appropriate controls are in place to ensure compliance with UK and EU data protection law.

We will only transfer your personal information outside of the EEA, where either the transfer is to a country which the EU Commission has decided ensures an adequate level of protection for your personal information, or we have put in place our own measures to ensure adequate security as required by data protection law. These measures include ensuring that your personal information is kept safe by carrying out security checks on those organisations, backed by strong contractual undertakings approved by the relevant regulators (such as the ICO).

Access to our website is not restricted to the UK, so some information, such as a planning application details may be accessed from overseas.

## Section 10 - How long we keep your personal information for

How long we keep your personal information for depends on the services we deliver to you and certain legal obligations. We also take into account the purpose, value and corporate significance when deciding how long to retain information. We will never retain your personal information for any longer than is necessary for the purposes we need to use it for.

We will not use your personal information for marketing purposes once you no longer have a relationship with us, or have exercised any of your rights in relation to your information. If you volunteer with us we will only keep your information for as long as you are volunteering with us, unless we have a legal basis that stipulates it should be retained for longer.

We may hold information in relation to grant funding for up to 15 years after the termination of the funding. This is normally stipulated by the funding provider.

In some circumstances we will hold personal information for longer where necessary for active or potential legal proceedings, to resolve or defend claims, and for the purpose of making remediation payments.

[Back to Contents](#)

## Section 11 - Keeping you up to date

We will communicate with you in regards to the services you've requested by using the contact details you have provided to us - for example by post, email, text message, social media, and notifications on our website.

Where you have given us consent to receive marketing, you can withdraw consent, and update your marketing preferences; email our Data Protection Officer using [customer.service@peakdistrict.gov.uk](mailto:customer.service@peakdistrict.gov.uk), telephone 01629 816200 or by post to Aldern House, Baslow Road, Bakewell, DE45 1AE.

[Back to Contents](#)

## Section 12 - Your online activities

We use cookies to track your visits to our websites [Peak District National Park Authority](#), [Moors For the Future](#), and [South West Peak Landscape Partnership](#)

A cookie is a small file which is sent to your browser and stored on your computer's hard disc and helps us understand and track your use of our websites and where we can improve the information and services provided. We use cookies solely to analyse trends, administer the website, and gather broad demographic information for aggregate use. We do not collect any IP information. If you do not want to receive cookies from this website, select cookie settings under the privacy settings in your browser options, then add our domain to the list of websites you do not want to accept cookies from. Under settings you can also delete individual cookies or any cookies that your browser has stored. You can find more information on how to delete and control cookies on the [cookies](#) page of the ICO's website

Please note that you may not be able to use or access certain parts of the website or online services if you block the use of all cookies. For example, cookies are often used to keep track of items you've put in your shopping basket and makes it easier for you to purchase those items using fast track payment methods.

We will ensure that you are made aware of cookies used on our website when you land on our home page.

[Back to Contents](#)