

Privacy Notice – SMS notifications

Who we are

London Borough of Newham (LBN) is registered with the Information Commissioner's Office (ICO) as a 'Data Controller' This privacy notice applies to you ('the service user') and LBN ('the Council'). The Council takes the privacy of your information very seriously.

This privacy notice relates to our functions relating to Adults & Health sending regular SMS messages about health and wellbeing information and upcoming events. It provides additional information that specifically relates to this particular service, and should be read together with our [general privacy notice](#), which provides more detail.

What data do we process and why do we process it

We will process your name, telephone number and age brackets to send out regular SMS messages about health, well-being and upcoming events via the [gov.notify platform](#). We will only do this with your consent, and you can opt out of receiving messages at any time by replying **STOP** to any message. We will recheck your consent annually.

Who we will share your data with

We will not share your personal data with any third party.

How do we protect your data

We comply with all laws concerning the protection of personal information and have security measures in place to reduce the risk of theft, loss, destruction, misuse or inappropriate disclosure of information. Staff access to information is provided on a need-to-know basis and we have access controls in place to help with this.

Know your rights

We process your data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. Find out about your rights at [Your rights – Processing personal data privacy notice – Newham Council](#) or at <https://ico.org.uk/your-data-matters/> If you have any queries or concerns relating to data protection matters, please email: dpo@newham.gov.uk