

Privacy Notice - Your cleaner Newham Survey Campaign

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 the Your Cleaner Newham Campaign Evaluation Survey, it provides additional information that specifically relates to this service, and should be read together with our [general privacy notice](#), which provides more detail.

What data do we collect

We collect your name, email address, postcode (first three letters only), date of birth, gender, ethnicity, religion and disability.

Why we collect your data

We collect your data so that we can evaluate the effectiveness of the Your Cleaner Newham campaign in changing resident attitudes, awareness and behaviours around waste, recycling, bin use and cleanliness in the borough. This helps us improve future campaigns and council services.

The lawful basis for processing your data

The lawful basis we use to process your data as set out in UK data protection legislation is:

Article 6(a) Consent: you have given clear consent for us to process your personal data for a specific purpose.

Article 9(a) Explicit consent for your personal special category data

We will only process personal data where we have consent to do so, and you can withdraw your consent at any time.

How we use your data

We will use your data to measure the impact of the Your Cleaner Newham campaign across different resident groups and neighbourhoods. This will help us understand what aspects of the campaign were most effective and how we can improve future campaigns.

Who we will share your data with

We will not share your personal data with any third party. All data used in reports will be anonymised and presented as aggregate statistics.

How long we will keep your data

We will keep your data safe and secure for 6 years from last contact in line with our retention schedule. After this time, it will be securely destroyed.

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.

WE ARE NEWHAM.

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 [For the public | ICO](#) If you have any queries or concerns relating to data protection matters, please email: dpo@newham.gov.uk