Salford City Council service specific privacy notice

Name of service: Salford City Council Trading Standards and Licensing Department
Our core data protection obligations and commitments are set out in the council's Primary Privacy Notice and on our website at Data Protection legislation.

This notice provides additional privacy information for:
- Member of the Public
- Businesses

Purpose(s)
We collect your personal information for the following purpose(s):
- The prevention and detection of crime
- To intervene and protect residents from known scams
- To allow data analysis to enable a service led service with priorities identified locally
- To allow intelligence sharing with enforcement partners
- To allow us to communicate with service users
- To allow public awareness of on-going scams but without using details that can identify individuals without their express consent

Categories of personal data
In order to carry out these purposes we collect and obtain the following categories of personal data:
- Personal contact details, such as name (including previous names) and addresses, telephone numbers, personal e-mail addresses and social media accounts
- Personal demographics including date of birth and gender
- Other details such as financial details

Legal basis for processing
The legal basis for processing your personal information is:
- Article 6(1)(e) processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

Information sharing/recipients
We may share personal information about you with the following types of organisations:
- Salford Council Services
- Salford Community Volunteer Services
- The National Trading Standards Scams Team

Categorise sources if not obtained from data subject
(Including ‘Public’ sources if applicable)
As well as information collected directly from you, we may also obtain or receive information from:
- another organisation if they tell us that you need help/support
- members of the public who raise concerns that you are at risk of harm

Data Transfers beyond EEA –
- No transfer of data beyond the EEA

Automated Decisions
- All the decisions we make about you involve human intervention
**Data retention/criteria**

Personal data will not be retained for longer than necessary in relation to the purposes for which they were collected. There is usually a legal reason for keeping your personal information for a set period of time – this ranges from months for some records to years for more sensitive records.

We securely destroy all information once we have used it and no longer need it.

**Your rights**

Information about:
- exercising your rights
- contacting the council’s Data Protection Officer
- raising a concern with us, or
- making a complaint to the Information Commissioner

is accessible in our guide [Exercising Your Rights](#) or on our website at [Data Protection Legislation](#)

**Updates**

We may update or revise this Privacy Notice at any time so please refer to the version published on our website for the most up to date details [Data Protection Legislation](#)