



## **Privacy Notice:** **How We Deal with your Personal Information**

The Yorkshire Dales National Park Authority is committed to ensuring the responsible collection and use of personal data in the course of its business, under the requirements of the Data Protection Act 1998 (DPA) and the EU General Data Protection Regulation 2016 (GDPR).

### **What?**

Personal information, or personal data, is defined as any information relating to a living individual who can be identified from that data or from that data in conjunction with other data held by the Authority.

In the course of our work we may hold personal information about individuals – this could include general details of name and address, or may be more detailed and in some instances “sensitive/special” eg financial or health status, racial origin etc.

### **Why?**

The “legal basis” for the Yorkshire Dales National Park Authority processing personal information is in the provision of services and functions in the public interest or in the exercise of official authority; or in the performance of a contract; or for compliance with a legal obligation.

We process personal information in the course of carrying out our core functions to conserve and enhance the natural beauty, wildlife and cultural heritage of the Yorkshire Dales, and to promote the opportunities for the understanding and enjoyment of the area by the public.

We also process personal data to enable us to promote our services, to maintain our accounts and records, to support and manage our staff. We also carry out some “discretionary” activities for which we might ask for personal details, for example marketing, retail, surveys.

### **How?**

Under the requirements of current data protection legislation (the DPA and the GDPR) we will ensure that personal data is processed fairly and lawfully, and only used for the purposes for which it was obtained; and that the rights of data subjects are properly respected.

When collecting personal information from you, we will tell you how this information is to be used, and will not use your details for other purposes without your consent.

We will ensure that the information is processed and filed in a secure way and that access to the information is restricted to those who need to use it for the purposes for which it was collected.

We will keep the information up to date and will not keep it for longer than necessary.

To ensure that we provide you with an efficient and effective service we will sometimes need to share your information with our partner organisations that support the delivery of the service you may receive. We may also need to supply your information to organisations we have contracted to provide a service to you.

We will only ever share your 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, and, where appropriate, Information Sharing Agreements are completed showing the rules to be adopted by the various organisations involved in the sharing exercise.

We will never share your information for marketing purposes.

These principles and requirements should be seen in the context of other relevant legislation including the Human Rights Act 1998 and the Freedom of Information Act 2000.

#### Need further information?

If you would like to discuss anything further, or would like to see the Authority's Data Protection Policy, please contact the Authority's **Data Protection Co-ordinating Officer** by email on [lesley.knevitt@yorkshiredales.org.uk](mailto:lesley.knevitt@yorkshiredales.org.uk) or by telephone 01969 652326.

**Further information** is also available from the Information Commissioner's Office at Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF; tel 01625 545 745; or visit the website [www.ico.gov.uk](http://www.ico.gov.uk)

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