Privacy Notice:

How We Deal with your Personal Information

Updated January 2026

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 UK General Data Protection Regulation (GDPR), the Data Protection Act 2018 (DPA), and the Data (Use & Access) Act 2025 (DUAA).

This Privacy Notice was drafted with brevity and clarity in mind and is therefore a summary of the Authority's collection and use of personal information. Please contact us (see details at the end of this Notice) if you would like further information on any aspect of our data processing.

The Privacy Notice is reviewed regularly, and updated where necessary to ensure clarity and completeness.

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

The Authority is registered with the Information Commissioner's Officer as a data controller:

Organisation name: **Yorkshire Dales National Park Authority**
Reference: **Z7918051**

As we are a public authority, we have a designated Data Protection Officer as required by Article 37 of the 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. It is important to remember that personal data is not only the *identifier* (eg the name and contact details, or location data, or on-line identifiers) but also the *information* relating to that identified person.

In the course of our work we may hold personal information about individuals – this could include general details of name and address, contact details, or could include other identifiers such as an IP address or website cookies, or if necessary for certain functions it may be more detailed and in some instances "sensitive/special" eg financial or health status, racial origin etc.

Why?

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 National Park, and to promote the opportunities for the understanding and enjoyment of the area by the public.

In the course of the above we also process personal data to enable us to promote our services, to maintain our accounts and records, and to support and manage our staff.

The "lawful basis" for the Yorkshire Dales National Park Authority processing personal information is, for the majority of our work, in the provision of services and functions in the public interest or in

the exercise of official authority (**public task**); or in the performance of a **contract**; or for compliance with a **legal obligation**.

We also carry out some “discretionary” activities (ancillary to our core functions) for which we might ask for personal details, for example marketing, competitions, surveys. In these circumstances we will ask for your **consent** for us to hold your details.

If you would like to know more about any of these functions or responsibilities please contact the Governance and Compliance Officer as shown below.

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. In particular:

- 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 responsibilities required of the various organisations involved in the sharing exercise. We will never share your information to third parties for marketing purposes.

Your Rights

In terms of the personal details we hold, data protection legislation provides the following rights for individuals:

- The right to be informed – to be given all the information set out in this privacy notice
- The right of access – to all the information we hold about you via a Subject Assess Request
- The right to rectification – to update or amend any information which in incorrect or incomplete
- The right to erasure – to ask for your details to be erased
- The right to restrict processing – to request the restriction or suppression of your personal data.
- The right to data portability – allowing you to reuse your personal data across different services
- The right to object – to the processing of your personal data in certain circumstances
- Rights in relation to automated decision making and profiling.

If you would like further information on any of these rights, please contact the Data Protection Co-ordinating Officer as shown below.

Website Cookies

Cookies are small files which are sent to your internet browser (for example Firefox or Explorer) and stored on your computer's hard disk. They only identify your computer and not you personally.

The cookies we use are Google Analytics web analytics cookies. These cookies are used to help record your use of this website. They are used to collect statistics about site usage such as when you last visited the site. This information is then used to improve the user experience on our website. The Google Analytics cookies contain randomly generated IDs used to recognise your browser when you read a page. The cookies contain no personal information and are used only for web analytics.

Need further information?

If you wish to discuss anything further, or would like details of our designated DPO or more about the rights of data subjects, or would like to see the Authority's Data Protection Policy, please contact the Authority's Governance and Compliance Officer by email on accesstoinfo@yorkshirtedales.org.uk or by telephone 01969 652326.

If you have a concern about the way we have handled personal information you should contact the supervisory authority, The Information Commissioner's Office:

1. **Calling the helpline**: Dial 0303 123 1113.
2. **Live chat**: Visit the ICO website and start a live chat during their normal opening hours.
3. **Email**: Send an email to casework@ico.org.uk .