



London Borough of Hounslow

HOUNSLOW SHOP LOCAL VOUCHER SCHEME PRIVACY NOTICE

The London Borough of Hounslow is committed to protecting and respecting your privacy. Through this Privacy Notice we have sought to be as transparent as possible and fully explain how your personal data is held and processed.

This Privacy Notice applies to services provided by Wonde in conjunction with the London Borough of Hounslow Shop Local Voucher Scheme and informs you what the Borough of Hounslow to do with your personal information. The council and Wonde are acting as Joint Data controllers under the meaning of the Data Protection Act 2018.

If you have any questions about this privacy notice or any concerns about how we process your data, please contact support@evouchers.com. The privacy notice will continue to be monitored and updated. You are advised to check this page from time to time.

What type of information we have

To register your initial interest for the Shop Local Voucher Scheme you will need to provide the following:

- Contact details (name, email address, phone number), and
- Business information (business name, entity type, industry, web, and physical address).

Once initial verification checks have confirmed that your business operates within Hounslow and is eligible to participate in the Shop Local Voucher Scheme, you will be asked to provide the following optional details so residents can find you easily and grow awareness of your business:

- Business opening hours
- Link to your commercial website (can also be your business social media accounts)
- Commercial image

How do we get your information?

All information is voluntarily submitted by your business in signing up for the Shop Local Hounslow Voucher Scheme and is collected by Wonde who operate this scheme on behalf of the Borough of Hounslow.

Wonde and Hounslow may be required to check Companies House Businesses information to verify that your business qualifies to be a part of the Shop Local Voucher Scheme

If it is not disproportionate or prejudicial, we'll contact you to let you know we are processing your personal information.

Our Lawful basis for processing your information

The lawful basis we rely on for processing this information is Consent.

You can remove your consent at any time by contacting support@evouchers.com and your data will be securely destroyed.

Why we need your information (purposes of processing)

Your data will be collected by Wonde and shared with the London Borough of Hounslow. The council will use the data provided by you to ensure you are eligible for participating in the Shop Local Voucher Scheme, to monitor the progress and success of the scheme.

The personal data we collect will be used for the following purposes:

- To keep your business better informed of news within the London Borough of Hounslow.
- Improve understanding of the needs and nature of Hounslow businesses.
- Facilitate ease of operating similar projects.
- Gauge progress and success of the scheme.
- Improve long-term relationship between retailers and the council.
- Offer marketing opportunities
- Support regeneration of Hounslow businesses as we emerge from Covid-19.

Who your information may be shared with (internally and externally)

For the purposes of the Shop Local Voucher Scheme, only Wonde and the London Borough of Hounslow will have access to your data. It will not be shared with any other parties.

Hounslow have taken steps to ensure that Wonde have sufficient systems and procedures in place to prevent the loss or damage of your data. We will strive to ensure that any personal data in our care will be kept safe.

How long we keep your information

Once the Shop Local Voucher Scheme ends Wonde will destroy all personal data they are holding on your business. It is however the intention of the Borough of Hounslow to retain your data on file up to a maximum period of six months. The reasons for this are:

- To transform all personal information into aggregate data

The aggregate data will then be used to:

- Inform us of the scheme's successes
- To help plan for future initiatives
- To report statistics to central government

If you would prefer that data collected when registering for this scheme is deleted once the scheme ends, you can email curevenues@hounslow.gov.uk. It will then be securely deleted.

Your data protection rights

The rights available to you depend on our reason for processing your information. For further information about your data protection rights and how to make a request, please see '[Your rights](#)'

Your right to make a complaint

The Council tries to meet the highest standards when collecting and using personal information. For this reason, we take any complaints we receive about this very seriously. We encourage people to bring it to our attention if they think that our collection or use of information is unfair, misleading, or inappropriate.

If you want to make a complaint you can contact us on:

Complaints Team
London Borough of Hounslow
Hounslow House,
7 Bath Road,
TW3 3EB

Data Protection Officer

The Council's Data Protection Officer can be contacted on:

InformationGovernance@hounslow.gov.uk

Information Governance Team
London Borough of Hounslow
Hounslow House,
7 Bath Road,
TW3 3EB

Information Commissioner's Office

The Information Commissioner is the UK's independent body set up to uphold information rights.

If you would like to know more about your rights under the Data Protection law, and what you should expect, visit the Information Commissioner's website: <https://ico.org.uk/>

If you have any concerns regarding any privacy practices or about exercising your Data Protection rights, you may contact the Information Commissioner's Office:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow Cheshire
SK9 5AF

Telephone: 0303 123 1113 or 01625 545 745

Email: casework@ico.org.uk

A full list of what information we control and process and for what purposes is set out in our notification with the Information Commissioner's Register of Data Controllers. Our registration number is Z5761176. You can view our registration on the Information Commissioner's website.