

Privacy notice - Discover Wyre

Discover Wyre is committed to safeguarding your privacy. This privacy policy explains our policy for the collection and use of information about you and your transactions with us when requesting information from our tourism team and when accessing services through our tourist information centres or the Discover Wyre website.

Lawful basis for processing your data

Processing your personal data is necessary for the council to perform our contractual obligations with you when ordering or supplying goods and services or when supplying information to you where you have given your consent to receive this. This is completed in accordance with Article 6(1)(a) and (b) of the General Data Protection Regulations (GDPR).

How we process your data

Wyre Council (the data controller) will only process and share your personal information received by us to provide the service requested, which may include the following:

- Free accommodation booking service
- The purchase of tickets for local, and regional events and attractions
- The purchase and supply of souvenirs, books and maps
- Holiday information service
- Bookings for events and guided walks
- Purchase of trade waste sacks and associated materials
- Other enquiries regarding council services

The information collected, will be securely stored and may include your name, address, email address, IP address, telephone number and financial information where required.

How we may share you data

We may share your personal information with internal council departments. The council also uses external marketing suppliers to distribute the Discover Wyre guide and to promote advertising space to businesses within this. Details of the councils current suppliers can be obtained by contacting the council's Tourism Officer. We will only share your data with our external marketing suppliers where we have your consent to do so. The personal information you supply to our marketing suppliers will be processed in accordance with these organisations privacy policies, which can be accessed via their websites.

Where you have provided us with your consent to receive further information, your name, address and email address will be stored and processed on the councils marketing automation platform, Mailchimp in accordance with their [privacy policy](#). In addition, where you have registered through the Discover Wyre website to receive our tourism enewsletter, this will be distributed to you using the email address supplied to us.

How long we will keep your personal data

Where you have given your consent to receive further copies of our Discover Wyre guide or have registered to receive our newsletter, your email address will be retained indefinitely on our marketing automation platform, Mailchimp, until you decide to unsubscribe from this. This can be completed at any time by contacting us at discoverwyre@wyre.gov.uk or by clicking on the link in the email supplying the newsletter.

Personal data obtained through our agreement with you to purchase or supply goods and services will be retained for six years plus current following the date of the transaction in accordance with the council's financial retention procedures. After this time, your personal data will be deleted from our records and any paper records shredded.

Discover Wyre website

The Discover Wyre website is hosted by New Mind Ltd. The personal information you supply via this website will be stored in accordance with their privacy policy details of which can be obtained at www.newmind.co.uk.

In addition, statistical information on how the Discover Wyre website is used by visitors and how it is performing is obtained by the tourism officer using Google Analytics. Google Analytics uses a cookie, which is a small text file that is sent from a website to your computer (or mobile device) to track the interactions you perform on a website.

The statistical information obtained is used to:

- Count how many visitors use this site
- Understand accessibility preferences
- Assess the website pages viewed
- Analyse how visitors search for and find information, to improve navigation and usability

We recommend that you allow the cookies we set on the Discover Wyre website, as they help us provide a better service and make our website easier to use. If you do not want cookies to be stored on your computer, you can set your browser to block them. This can be completed by accessing your privacy settings in your browser options and enter our domain in the list of websites do you not want to accept cookies from.

Links within the Discover Wyre website to other websites are not covered by this privacy policy. Once you have accessed another website via a link you will be subject to the privacy policy of that site.

Your rights

You have the right to request access to the information that we hold about you. To make a request for a copy of your personal information, please contact our Information Governance Manager.

In addition to the above, you also have the right to:

- withdraw your consent
- in certain circumstances to have inaccurate personal data rectified, blocked, erased or destroyed
- object to processing of personal data that is likely to cause, or is causing, damage or distress
- prevent processing for the purpose of direct marketing
- object to decisions being taken by automated means
- data portability

If you wish to execute any of these other rights, please contact the councils Data Protection Officer.

Contact us

If you have any questions about how we handle your personal data, please contact the council's Data Protection Officer; Joanne Billington on 01253 887372 or visit www.wyre.gov.uk for further information.

You also have the right to contact the [Information Commissioner](#) if you are unhappy with how we are handling your personal data.