

Privacy Policy for recycling SMS reminders

Information Held About you

Herefordshire Councils waste management team provide an SMS (Short Message Service) reminder service for recycling collection days. An SMS message is sent to registered telephone numbers the evening before the recycling collection day for the address given.

In order to provide the SMS reminder service to you, it is necessary for us to collect and hold personal information about you. This information will include:-

- Your mobile or landline telephone number
- Your address

Who is processing my data?

All personal data held, is processed in accordance with data protection law. The Data Controller for the information outlined in this privacy notice is Herefordshire Council.

How will we use the Information we hold about you?

The information you provide to us when registering to the SMS reminder service will be used to:

- Send you text messages to remind you when your recycling collection is due
- We may send you other messages to notify you of changes to your recycling and/or rubbish collections, for example, due to weather conditions or bank holidays

What is the legal basis for us to process your data?

The legal basis for processing the data is your consent, which you can withdraw at any time by notifying us. If you wish to stop receiving SMS reminders you can opt out at any time by filling in the form on our website at www.herefordshire.gov.uk/recyclingsms

Who we will share your information with

We may share your information with partner organisations, including:

- The data is stored within the council's secure ICT systems which are maintained by Hoople Ltd.
- The reminder SMS are sent via third party SMS supplier. Registered telephone numbers are uploaded via a secure account that is hosted by this provider.

We will not normally share your information with organisations other than our partner organisations without your consent; however, there may be certain circumstances where we would share without consent such as where we are required to do so by law, to safeguard public safety, and in risk of harm or emergency situations. Any information which is shared will only be shared on a need to know basis, with appropriate individuals. Only the minimum information for the purpose will be shared.

How long do we keep your records

We will only keep your information for the minimum period necessary. The information outlined in this privacy notice will be kept until you opt out of the SMS reminder service. All information will be held securely and destroyed under confidential conditions.

Your rights

You have a number of rights under data protection law, including the right to request your information and to request that the information be amended or erased if incorrect.

To request your records, you will need to put your request in writing and provide proof of identification to the Information Governance Team, Herefordshire Council, Plough Lane, Hereford HR4 0LE or via email, informationgovernance@herefordshire.gov.uk

You also have a right to make a complaint about our handling of your personal data to the Information Commissioner's Office <https://ico.org.uk/>

Providing accurate information

It is important that we hold accurate and up to date information about you in order to assess your needs and deliver the appropriate services. If any of your details have changed, or change in the future, please ensure that you inform us as soon as possible so that we can update your records.

Further information

If you have any questions or concerns about how your information is used, please contact waste management in the first instance. You can also contact the Data Protection Officer, Carol Trachonitis, at Herefordshire Council, Plough Lane, Hereford HR4 0LE, telephone (01432) 260616, email: informationgovernance@herefordshire.gov.uk

More information about data protection and how it applies to you can be found on the Information Commissioner's Office website at <https://ico.org.uk/>