

Customer Services

Privacy Notice

This notice is provided for clarification on what information the Council needs in order for the Customer Services team to deliver services to East Ayrshire residents.

Customer Services are your first point of contact whether online, by telephone or in person. Based within five locations in East Ayrshire, our dedicated team of advisors are committed to providing excellent customer services using the most convenient way for you. Our aim is to provide the residents and businesses of East Ayrshire with effective and efficient services that meet their needs.

We will aim to deal with your request at first point of contact, where this is not possible we will arrange to contact another service on your behalf or put you in touch with them. When you visit our office in person and would like to speak to someone in private, we will arrange for a suitable private interview facility.

It is necessary for the Council to gather, collect, store and process personal information to assist in the running and provision of these services. The council puts measures in place to protect the privacy of individuals throughout this process.

Who is responsible for your information?

The information provided by you either in person or through our website will be processed by East Ayrshire Council in accordance with Data Protection law. For information on the role of the Data Controller, Data Protection Officer and Contact Details for the Council, please refer to the '[Privacy Statement](#)' on the Council's website.

What information do we need and why?

The council will collect information about you or your household composition. The information will include information such as:

- Details about you and your household composition (your partner or dependants) your name, address, telephone number, email address, date of birth and if applicable bank details to facilitate payments.

We will use this information to assist us in the delivery of an improved standard of customer service. We will check some of the information with other services to ensure the information provided is accurate and to determine whether you are entitled to any discount with regards to fees e.g. for bulk uplifts. If this information is not provided it may affect our ability to process an application or provide a service.

Within the Customer Service Team we have implemented a Customer Service Platform. This Platform will provide customers the opportunity to register for a customer account and offer access to a self-service portal. Initially this account will allow you to make any payments to the Council on-line and permit you to check your payment history.

As the system develops the information and features available will be extended to include forms; account balances; information bulletins; and the ability to make service requests on-line and track the progress.

What is the lawful basis for processing the data?

The lawful basis for processing personal data are set out in the Data Protection Legislation. In this case the lawful basis for processing individuals' data are:

1. Public task – the processing is necessary to perform a task in the public interest
2. Contract – the processing is necessary for the performance of a contract

Special Category Data

Data protection legislation defines Special Category Data as data relating to processing of personal data regarding racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership and the processing of genetic data, biometric data, data concerning health or data concerning a person's sex life or sexual orientation.

The council may have a requirement to process some types of Special Category Data and in particular:

- racial or ethnic origin for monitoring purposes

The lawful basis for processing Special Category Data is:

1. The processing is necessary for reasons of substantial public interest, on the basis of Union or Member State law which shall be proportionate to the aim pursued, respect the essence of the right to data protection and provide suitable and specific measures to safeguard the fundamental rights and the interests of the data subject.

Who will we share your information with?

To enable the Council to provide services we may share information under our legal obligations with partner organisations including:

- Health and Social Care Organisations such as NHS Ayrshire & Arran and East Ayrshire Health and Social Care Partnership;
- Police Scotland and other criminal investigation agencies;
- Scottish Public Services Ombudsman;
- The (UK) Information Commissioner;
- External Regulators;
- Scottish Government
- Registered social landlords
- Housing Associations

The Council will make any disclosures required by law and may also share information with other bodies responsible for detecting / preventing fraud or auditing / administering public funds.

The Council is required by law to participate in the National Fraud Initiative (NFI) data matching exercises and information may be provided to the Cabinet Office for NFI purposes and will be used for cross-system and cross authority comparison for the prevention and detection of fraud.

How long do we keep your information?

The council will only keep your personal data for as long as necessary. Full details of how long it retains personal data can be found in the Council's [Retention Schedule](#) . After this time personal data will be securely destroyed.

Providing Accurate Information

It is important that we hold accurate and up to date information. If any details have change or change in the future, then individuals should ensure that they inform Customer Services as soon as possible so they can update their records or log into their account and update their details via the Our East Ayrshire customer portal.

Individuals' data processing rights

Under data protection legislation, individuals have the right to request access to information about them that the council holds. Further details can be found in the Council's [Privacy Statement](#) .

Individuals also have the right to:

- 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;
- In certain circumstances, have inaccurate personal data rectified, blocked, erased or destroyed;
- In certain circumstances, transfer their data to another organisation (data portability)

Individuals can contact the council regarding their data protection rights and the processing of their data. Details of how to do this can be found on the Council's [Privacy Statement](#) .

If individuals have a concern about the way the Council is collecting or using their personal data, they should raise their concern in the first instance with the Council's Data Protection Officer; contact details can be found on the Council's [Privacy Statement](#)