



TAI CANOLBARTH CYMRU
MID-WALES HOUSING

Yn barod **amdani** Equal to the challenge

Contact/Marketing Privacy Notice

This Contact/Marketing Privacy Notice sets out what personal data we, Mid-Wales Housing Association Ltd. (MWAHA) hold about you and how we collect and use it.

We are required by data protection law to give you the information in this Privacy Notice. It is important that you read the Privacy Notice carefully, together with any other information that we might give you from time to time about how we collect and use your personal data. You should also read our Data Protection Policy which explains our obligations in relation to personal data and how we keep it secure.

This Privacy Notice applies from 25 May 2018, when the General Data Protection Regulation comes into force. We may update this Privacy Notice at any time.

Who is the controller?

Mid-Wales Housing Association Ltd. is the “controller” for the purposes of data protection law. **We are registered with the Information Commissioner’s Office (ICO), our registration number is Z5287937.** This means that we are responsible for deciding how we hold and use personal data about you.

Our Data Protection Officer is the Company Secretary. As Data Protection Officer, they are responsible for informing and advising us about our data protection law obligations and monitoring our compliance with these obligations. They also act as your first point of contact if you have any questions or concerns about data protection.

What type of personal data do we hold about you?

We collect your personal data when you provide us with this information to enable us to keep you updated on the activities and plans of the Association. This contact information may include your name, address, email address or telephone number. We make sure that we have appropriate security measures to protect your information. We will periodically review your personal information to ensure that we do not keep it for longer than is permitted by law.

Please note that it is your responsibility to ensure that all information, content, material or data you provide to the Association is correct, complete, accurate, not misleading and that you disclose all relevant facts.

We do not knowingly collect or store any personal information about children under the age of 16.

Data protection law divides personal data into two categories: ordinary personal data and special category data. Any personal data that reveals racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, physical or mental health conditions, sexual life or sexual orientation, or biometric or genetic data that is used to identify

an individual is known as **special category** data. (The rest is **ordinary personal data**).

Why do we hold your personal data and on what legal grounds?

We hold and use your personal data for general contact and business improvement purposes. You will have given these details directly to the Association.

Your contact details are kept to enable the Association to send you updates on the activities and plans of the Association.

In addition, the Association is continually seeking ways of improving its services. We may contact you directly or via a survey to gain your views about how the Association could improve its services. Any feedback you provide will only be used as part of our programme of continuous improvement.

How do we collect your personal data?

You will have provided us with most of the personal data about you that we hold and use.

Some of the personal data we hold and use about you is provided by or generated from internal sources during the course of running our business. For example, employees may refer to you in emails or documents as part of their communication with you.

Who do we share your personal data with?

We will only share your personal data with third parties where we have an appropriate legal ground under data protection law which permits us to do so.

- I) to third parties for the purposes of distributing news briefings or similar.
- II) to third parties for the purposes of undertaking surveys.

These third parties will include the company that hosts the Association's website and undertakes on-line surveys. Therefore, the Association will provide them with your details. The details are also be governed by this privacy notice to ensure the personal data is kept secure.

How long will we keep your personal data?

Unless a longer retention period is required or permitted by law, we will only hold your personal information on our systems for the period necessary to fulfil the purposes outlined in this Privacy Notice or until you request it is deleted. Even if we delete your personal information, it may persist on backup or archival media for legal, tax or regulatory purposes.

Your rights

You have a number of legal rights relating to your personal data, which are outlined here:

- **The right to make a subject access request.** This enables you to receive certain information about how we use your personal data, as well as to receive a copy of it and to check that we are lawfully processing it.
- **The right to request that we correct incomplete or inaccurate** personal data that we hold about you.
- **The right to request that we delete or remove** personal data that we hold about you where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have exercised your right to object to processing (see below).
- **The right to object to our processing** your personal data where we are relying on our legitimate interest (or those of a third party), where we cannot show a compelling reason to continue the processing
- **The right to request that we restrict our processing** of your personal data. This enables you to ask us to suspend the processing of personal data about you, for example if you want us to establish its accuracy or the reason for processing it.
- **The right to request that we transfer** your personal data to you or to another party, in a structured format. This right applies in respect of data that you have provided where our legal ground for using the data is that it is necessary for the performance of a contract or that you have consented to us using it (this is known as the right to “data portability”).

If you would like to exercise any of the above rights, please contact the Company Secretary acting as, Data Protection Officer, in writing. Note that these rights are not absolute and in some circumstances we may be entitled to refuse some or all of your request.

If you have any questions or concerns about how your personal data is being used by us, you can contact the Company Secretary acting as, Data Protection Officer, Mid-Wales Housing Association Ltd.

If you have any questions or concerns about how your personal data is being used by Mid-Wales Housing Group Ltd. you can contact the Company Secretary acting as, Data Protection Officer.

Mid-Wales Housing Association Ltd.

Data Protection Officer:

Company Secretary
Mid-Wales Housing Association Ltd.
Ty Canol House,
Ffordd Croesawdy
Newtown, Powys, SY16 1AL

Telephone: 0300 111 3030

Email: cbrotherton@mid-walesha.co.uk

Website: www.mid-walesha.co.uk