



## Tameside Metropolitan Borough Council Privacy Notice: Magic Notes

This privacy notice tells you what to expect when Tameside Council uses an AI (artificial intelligence) tool called Magic Notes by Beam.

Magic Notes by Beam is a web-based AI tool that will be available on mobile phones and desktops provided to social care practitioners by Tameside Council.

Practitioners will use Magic Notes to record conversations with residents, carers, provider staff, and others involved in delivering care services.

Magic Notes processes personal data, including health information and details about care needs, depending on what is discussed during the meeting.

After the social care practitioner reviews and verifies the outputs generated by Magic Notes, the information is securely transferred and stored within Children Services existing case management system.

### Who are we?

Tameside Council is the local authority of the Metropolitan Borough of Tameside in Greater Manchester and provides many local government services in the Borough.

Tameside Council is the Data Controller of your personal data when you visit a local authority building. We are registered with the Information Commissioner's Office (ICO) under registration reference Z5861307 and you can view our registration certificate here: <https://ico.org.uk/ESDWebPages/Entry/Z5861307>.

### The contact details of our data protection officer

You can contact our Data Protection Officer by emailing [information.governance@tameside.gov.uk](mailto:information.governance@tameside.gov.uk) or by post to Tameside Metropolitan Borough Council, Tameside One, PO Box 317, Ashton Under Lyne, OL6 0GS.

### The purposes of the processing

The use of Magic Notes will:

- Reduce the need for manual transcription of conversation notes
- Enhance the accuracy and consistency of notetaking

- Improve quality of assessments and improve service delivery

## The lawful basis for the processing

The legal basis is **consent**: the individual has given clear consent for you to process their personal data for a specific purpose.

You will be asked for consent verbally at the start of the meeting.

If you do not consent or withdraw consent, then Magic Notes will not be used.

The special condition for processing special category data is the provision of health or social care.

Criminal offence data will include any offence details given to us in respect of safeguarding matters and may include information about suspected offences. The Article 10 requirements are met by the Article 6 condition as for personal data and the Data Protection Act conditions as for special category data.

## The source of the personal data

You are the primary source of the personal data, but we may also collect personal data about you from residents, teachers, carers, and caregivers if they are present at the meeting.

## The categories of personal data

The personal data we collect is from you, and we collect or use the following personal data:

- Personal detail
- Name
- Postcode
- Address
- DOB
- Contact details
- Financial details

We may also collect special category data depending on what you say in the meeting, for example health data.

## The rights available to individuals in respect of the processing

You will be told at the start of the meeting if it is being recorded with Magic Notes.

All the data protection rights may apply, except the right to objection.

- **Your right of access** - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [Read more about the right of access.](#)
- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [Read more about the right to rectification.](#)
- **Your right to erasure** - You have the right to ask us to delete your personal information. [Read more about the right to erasure.](#)
- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. [Read more about the right to restriction of processing.](#)
- **Your right to object to processing** - You have the right to object to the processing of your personal data. [Read more about the right to object to processing.](#)
- **Your right to data portability** – You have the right to move, copy, or transfer personal data for your own purposes across services. [Read more about the right to data portability.](#)
- **Your right to withdraw consent**

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

## The recipients or categories of recipients of the personal data

Your personal data on Magic Notes may be shared with appropriate social care practitioners.

## The details of transfers of the personal data to any third countries or international organisations

Your personal data is stored in UK Cloud Servers.

## The retention periods for the personal data

Your personal data will be stored with Magic Notes for 30 days and automatically deleted.

## The details of whether individuals are under a statutory or contractual obligation to provide the personal data

There is a statutory duty to carry out a Care Act Assessment and the special category data where present is essential to determine Care Act eligible needs, and the support required to meet those needs.

Information is collected to aid delivery of provision.

## The details of the existence of automated decision-making, including profiling

There is no automated decision-making or profiling by Magic Notes, any decisions are made by a human.

## The right to lodge a complaint with a supervisory authority

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

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

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

## Last updated

This Privacy Notice was last updated in October 2025.