

Customer Services Contact Centre - Privacy Notice

Our core data protection obligations and commitments are set out in the Council's Corporate Privacy Notice and on our website at [Data Protection – Privacy Notice](#).

This notice provides additional privacy information for individuals who engage with Customer Services.

The customer services team delivers a telephony and web chat service which includes advice regarding the following:

- Waste Services;
- Highways/Environmental Reporting;
- Parking;
- Elections;
- Blue Badge Administration;
- Council Tax;
- Benefits;
- Business Rates;
- General enquiries

TMBC provide a range of services as well undertaking regulatory and administrative activities. This notice explains how we use your personal information and tells you about your privacy rights and how the law protects you.

Purpose(s)

We collect your personal information for the following purpose(s):

- Customer Services:
 - Redirect you to the appropriate officer
 - Deal with your challenges, queries and complaints
 - Processing of any payments e.g. council tax, benefits over payments, pest control and registrars service
 - To deliver a contact service which provides either a first time resolution or a referral to the appropriate department
 - To provide you with any information or services that you ask for, as well as to reply to your correspondence
 - To maintain a record of our contact with you (as well as keeping track of our interaction with you, this helps us identify you if you contact us again and therefore provide a better level of service to you)

We use [Amazon Connect](#) when you call our Customer Contact Centre. This helps us improve how your call is handled, by:

- quickly answering common questions
- providing us with call analysis information to help improve the service we provide

We do this in the interests of offering a good service to our customers and to protect public funds.

Categories of Personal Data

In order to carry out these purposes we collect and obtain:

- Name;
- Address;
- Ethnicity;
- Gender;
- Date of Birth;
- National Insurance Number;
- Limited Financial Information (information requested for services likes food vouchers, bin charges etc)
- Armed Forces payment details
- Vehicle Registration
- Personal Independence Payment data in relation to Blue Car Badges
- Contact Information;
- Bank Account Information / Bank Card Information
- Next of Kin.

Special Category Data

We may also collect special category personal data that may include:

- Health and Medical Information (including disability information and information supporting Blue Badge applications and to support welfare benefit claims and appeals).

Legal Basis for Processing

We collect and use your personal information because:

- It is necessary under GDPR Article 6(1)(e) for the performance of a task carried out in the public interest or in the exercise of official authority vested in the Council.
- It is necessary for the purposes of our legitimate interests (or those of a third party), under GDPR Article 6(1)(f) provided your interests and fundamental rights do not override those interests, or
- You have given your consent under GDPR Article 6(1)(a).

If you fail to provide certain information when requested, we may not be able to provide the service to you or we may be prevented from complying with our legal obligations.

We also collect special category data under:

- GDPR Article 9(2)(g) for reasons of substantial public interest.

Where has your personal information come from?

We will obtain your information from:

- Information you provide as part of the verification process or provided by you to support your enquiry or provided by you to support your application for specific services.

- Historical records we hold about you in our systems from contact you may have made about ongoing queries or applications.

Who will we share your information with?

We may collect and share personal information about you with the following types of organisations:

- Other Tameside Metropolitan Borough Council Services;
- Safeguarding agencies and partnerships;
- Healthcare partners;
- Greater Manchester Police (and other Police forces where appropriate);
- Schools if appropriate
- Central Government Departments (e.g.); Department for Work and Pensions, Her Majesties Revenue and Customs, National Blue Badge Services
- National Fraud Initiatives
- Other Local Authorities.

How long we will keep your data for and why?

We will only keep your personal information for as long as the law specifies or where the law does not specify this, for the length of time determined by our business requirements.

Call recordings and webchats will be kept for 6 months and securely deleted thereafter. This ensures that any subsequent investigations can be completed. Relevant data relating to your request for service or query will be input onto the relevant line of business system (e.g. a query about your blue badge application will be retained on your record on the blue badge line of business system) and retained by that service in line with the periods set out in their retention schedule.

Transferring data outside the European Economic Area (EEA)

Your information is not processed outside of the European Economic Area.

Your rights

The information you provided will be managed as required by Data Protection law.

You have the right to:

- receive a copy of your call
- request that the call recording be deleted if you believe the Council is processing it for longer than is necessary

Amazon Connect will not make important decisions about you, it is only used to improve how your query is handled by the Council

Information about exercising your rights can be found on the council's website [Exercising Your Individual Rights](#).

To find out more about how these rights apply in particular circumstances, please refer to our Guide to exercising your Rights or alternatively visit the Information Commissioner's web site at <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individualrights/>

Security

We use appropriate technical, organisational and administrative security measures to protect any information we hold in our records from loss, misuse, and unauthorised access, disclosure, alteration and destruction. We have written procedures and policies, which are regularly audited, and the audits are reviewed at senior level.

Data Protection Officer

If you have any questions or concerns about how we use your personal information, please contact the Data Protection Officer at information.governance@tameside.gov.uk or by calling 0161 342 8355.

Automated Decisions

Whilst the Council uses Artificial Intelligence for this service, all the decisions we make about you involve human intervention.

Updates to Privacy Notice

We may update or revise this Privacy Notice at any time so please refer to the version published on our website for the most up to date details on our [Data Protection page](#).