

Privacy Notice for Maximising Business rates tool



Nottingham City Council Information Compliance

Service Area: GIS Data and Information
Directorate: Economic Development and Property
PN-0373

05/2024

Nottingham City Council's GIS Team run an analytical project to identify missing business rates through data matching and spatial data analysis of the organisation's data. The team has run the analysis since 2014 and the project has proved successful in identifying many unpaid liabilities for business rates.

What personal information will the council process?

When we process your personal information, we will comply with data protection legislation and enable you to exercise your rights contained within the legislation.

The data matching for the missing business rates project involves processing various business datasets (Workplace Parking Levy, Commercial Waste, Alcohol and Food Licensing) and matching on the UPRN (Unique Property Reference Number). The extracts include business name, address and UPRN (where available).

The datasets contain mostly non-personal information; however, some sole trader businesses may include the owners name in the business name.

Once unpaid liabilities have been identified, the GIS team pass the information to the Council's Corporate Counter Fraud Team for further investigation and follow up.

Lawful basis for processing

We collect your personal information under the following data protection laws:

- The UK General Data Protection Regulation (GDPR)
- Data Protection Act 2018
- Human Rights Act 1998

The basis under which the Council will use your personal information for the purposes outlined above is performance of a task in the public interest under 6(1)(e) UK GDPR and Data Protection Act 2018.

What purpose will my personal information be for?

Personal information may be used as part of identify missing business rates through data matching and spatial data analysis of the Council's business-related information.

Will my personal information be shared with other organisations?

For this initiative, Nottingham City Council will not share information with any other organisation.

Do I have to provide the information?

You are not obliged by statute or contract to provide the information that is specified within this notice.

How long will the council retain the data for?

The Council will retain the information used this initiative in line with its corporate retention schedule as contained in its Information Asset Register (IAR).

The Council publish an IAR which outlines the retention periods for the personal data we process. You can find this IAR on our website <https://geoserver.nottinghamcity.gov.uk/information-asset-register/>.

Information Rights

The UK General Data Protection Regulation provides for the following rights as prescribed by the legislation:

- A right to request a copy of your information
- A right to request rectification of inaccurate personal data
- A right to request erasure of your data known as 'the right to be forgotten'
- A right to in certain circumstances to request restriction of processing
- A right in certain circumstances to request portability of your data to another provider
- A right to object to processing of data in certain circumstances
- A right regarding automated decision-making including profiling

However, Nottingham City Council can restrict the above rights in certain circumstances for example to avoid obstructing an investigation, avoid prejudicing the

prevention, detection, investigation or prosecution of criminal penalties or to protect the rights and freedoms of others.

Data Protection Officer

You can contact the data protection officer at:

Loxley House,
Station Street,
Nottingham,
NG2 3NG

or at data.protectionofficer@nottinghamcity.gov.uk .

Information Commissioner's Office

The Information Commissioner's Office (ICO) website provides guidance on data protection and privacy matters, you can visit the website at www.ico.org.uk. You also have the right to complain to the ICO if you consider that the Council have processed your personal data incorrectly or that we have breached our obligations to you. You can contact the ICO at:

Wycliffe House,
Water Lane
Wilmslow,
Cheshire
SK95AF

www.ico.org.uk

Further Information

For more information about these rights please refer to our detailed privacy statement at <https://www.nottinghamcity.gov.uk/privacy-statement> .