

## **Increasing Vaccinations in Pregnancy and Early Years Privacy Notice**

### **Introduction**

This privacy notice explains how we use your data in relation to the focus groups and information videos in support of the Increasing Vaccinations in Pregnancy and Early Years project

### **Who will be using your data?**

This project is coordinated by Nottinghamshire Council Council's Public Health team and are the data controller for the data you provide to us in relation to this project.

We may also contract third party organisations to process your data on our behalf e.g. support organisations, translation providers and our photography and filming provider.

### **What personal data do we use?**

- Name and Contact Details
- Images and audio
- Your views on vaccination in pregnancy and early years
- Information video storyboards

### **What types of special category personal data do we need from you?**

- Data concerning health information
- Racial or ethnic origin
- Religious or philosophical beliefs

### **Why do we use your data?**

- For recruitment of participants in information videos
- For project delivery and analysis

Only contact information and video storyboard information will be shared with our contracted photography and filming provider.

### **What legal reasons allow us to use your data in this way?**

Our legal basis for processing your personal data in relation to the focus groups we are running is carrying out a task or function in the public interest.

Our legal basis for processing your special category personal data in relation to the focus groups we are running is for the purpose of Public Health and also for substantial public interest relating to Equality of opportunity or treatment.

Our legal basis for processing your personal data for the information videos is Consent.

Our legal basis for processing your special category personal data for the information videos is Explicit Consent.

### **Who may we share your data with or receive it from?**

- Health organisations
- Welfare organisations

The final filmed information videos will be publicly available, via the internet.

### **May personal data be transferred overseas?**

Council's may for operational purposes transfer personal data overseas. In these cases, we will ensure that your personal data is protected and there are safeguards for the protection of your rights. Please refer to the [County Council's privacy statement](#) for further details.

### **How long is your data kept for?**

Personal information collected and processed in relation to project focus groups, will be held by Nottinghamshire County Council for a maximum of 6 months, from the date it is collected. After this period, all personal data will be securely deleted.

Consent forms relating to the information videos, will be retained by Nottinghamshire County Council for as long as the videos are available. The videos will be reviewed periodically and removed from publication when they are determined to be no longer relevant. Once the videos are removed from publication, the relating consent forms will be securely deleted.

### **What rights do you have over this use of your data?**

- To be informed about how we use your data
- To access a copy of your data that we process
- To have us rectify or correct your data that we process
- To restrict our processing of your personal data
- To object to the use of your data
- To have your personal data erased
- To withdraw your consent

Some of these rights are subject to exceptions. Please refer to the [County Council's privacy statement](#) for further details.

### **Contact the Data Protection Officer:**

If you have any concerns about how the Council is using your data, in the first instance you can contact the County Council's Data Protection Officer by writing to:

[DPO@nottsc.gov.uk](mailto:DPO@nottsc.gov.uk)

Or

Data Protection Officer  
Nottinghamshire County Council  
County Hall  
West Bridgford  
Nottingham  
NG2 7QP

**Contact details of the Information Commissioner's Office:**

If you are unhappy with how your data has been processed or you feel your data protection rights have been breached, you have the right to complain to the Information Commissioner's Office at:

[www.ico.org.uk](http://www.ico.org.uk)

Or

Wycliffe House  
Water Lane  
Wilmslow  
SK9 5AF

Last updated: 20/07/2023