Evaluation Privacy Policy

The purpose of this document:
We want to tell you how we use your personal information. In this case it relates to information you have provided and we use, with your agreement, to monitor and evaluate our services. This notice does not apply to how we use your information outside of monitoring and evaluation. Details of Norfolk County Council’s main privacy notice can be found on the Council website www.norfolk.gov.uk.

Data Controller: Norfolk County Council (the County Council) of County Hall, Martineau Lane, Norwich, Norfolk, NR1 2UA. We have appointed a Data Protection Officer (DPO), Geoff Connell, DPO@norfolk.gov.uk, or 01603 222661. You also have the right to make a complaint at any time to the Information Commissioner’s Office (ICO), the UK supervisory authority for data protection issues. Further information can be found at www.ico.org.uk

What information we hold: your name, contact details and your responses to any questions completed as part of a registration form or survey. If you consent and take part in case studies, interviews or focus groups, or are present in photographs or videos we will also hold this information. We also hold information about your participation in our programmes tracked using attendance registers. Some of the data we collect is considered Sensitive Personal Data such as health, or wellbeing status. This information will be treated in the upmost confidence and will only be used anonymously for the purpose of monitoring and evaluation where consent has been provided.

What we use the information for: We make use of Personal Data to help us understand the impact that our programmes are having, improve our services wherever possible and demonstrate to funders the value contributed from our services. While we try to restrict the Personal Data we store to a minimum, in some cases it is a necessary part of the services we provide. We use personal information to keep accurate records of uptake and attendance. Where consent is given we use personal information such as names and email addresses to contact individuals to seek feedback on the programme and its impact in the form of questionnaires, case studies, interviews or focus groups. Subject to consent we share anonymised data securely with third parties, such as Universities or consultants, who sometimes support us with evaluation. Whenever we do, we have agreements and procedures in place to ensure Personal Data isn’t being misused, and so we can correct or delete it if required.

The results of monitoring or evaluation exercises will be summarised and reported to funders, policy makers, and wider sector partners. No information about individuals will be reported.

Our legal basis for using your information: Your personal or sensitive information will only be used in ways you have consented to. We won’t use your data for purposes not described in this policy, and we’ll never sell your data to third parties. You can withdraw your consent at any time by contacting info@activenorfolk.org.

If you choose not to give personal information: You can choose not to give your personal information or withdraw your consent at any time. This means we will not be able to use your data for monitoring and evaluation purposes.

How we use your information to make automated decisions: We do not intend to use your personal information to make automated decisions.

Where we store your data: We store your information on our electronic filing systems. This is not stored outside the European Economic Area.
How long will we retain your information for? In this case, we retain your information for the length of the programme as long as you continue to give your agreement to Active Norfolk using your information. After this, personal identifiable information is no longer stored for the purposes of evaluation with only anonymous data kept once the programme has ended. By programme we mean programme of work rather than individual programme delivery e.g. 10 weeks. You can withdraw this agreement at any time, and we will delete your personal and sensitive information.

Who we share your information with: Subject to consent we share anonymised data securely with third parties, such as Universities or consultants, who sometimes support us with evaluation. Whenever we do, we have agreements and procedures in place to ensure Personal Data isn’t being misused, and so we can correct or delete it if required.

Your rights

You have rights to:

- **Request access** to your personal information held by Active Norfolk.
- **Request correction** of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- **Request erasure** of your personal information. This enables you to ask us to delete or remove personal information.
- **Object to processing.** You have the right to object where we are processing your personal information for direct marketing purposes. In this case, this would have the same effect as withdrawing your agreement, as above.
- **Request the restriction** of processing of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.
- **Request the transfer** of your personal information to another party.

If you want to exercise any of the rights referred to above, please contact Kristen Hall, Marketing and Communications Officer, Active Norfolk, The Tennis Centre, Easton & Otley College, Easton, Norfolk, NR9 5DX in writing.

If you have questions about this policy, you can always contact us at info@activenorfolk.org. You also have the right to object to us processing your data, to request we delete your Personal Data, obtain a copy of any Personal Data we hold about you, or have incorrect Personal Data changed. To request any of these actions, please contact us at info@activenorfolk.org. If you have concerns about how we have handled a request, you have the right to raise a complaint with your local data protections regulator, such as the Information Commissioner’s Office in the United Kingdom.