Aberdeenshire COUNCIL

From mountain to sea

Privacy Notice

Trading Standards – Consumer advice; Customer Surveys

The Data Controller of the information being collected is Aberdeenshire Council.

The Data Protection Officer can be contacted at Town House, 34 Low Street, Banff, AB45 1AY.

Email: dataprotection@aberdeenshire.gov.uk

Your information is being collected to use for the following purposes:

- Purpose 1 – To provide a consumer advice and assistance service.
- Purpose 2 – Carrying out surveys (consumer, business, individuals)
- Purpose 3 – Research, education, and public awareness campaigns (anonymized)

Your information is:

Being collected by Aberdeenshire Council

The Legal Basis for collecting the information is:

Personal Data		**Special categories of personal data**	
Consent	X	The data subject has given explicit ***consent*** to the processing	
Performance of a Contract		Processing is necessary for the purposes of carrying out the obligations of the controller or of the data subject in the field of ***employment, and social security and social protection law***	
Legal Obligations		Processing is necessary to protect the ***vital interests*** of the data subject or of another natural person where the data subject is physically or legally incapable of giving consent	
Vital Interests		Processing relates to personal data which are made ***public*** by the data subject	

Task carried out in the Public Interest		Processing is necessary for the establishment, exercise or defence of legal claims or whenever courts are acting in their judicial capacity	
Legitimate Interests[1]		Processing is necessary for reasons of ***substantial public interest***	
		Processing is necessary for legitimate activities with appropriate safeguards by a foundation, association or any other not-for-profit body with a political, philosophical, religious or trade union aim and on condition that the processing relates solely to the members or to former members of the body or to persons who have regular contact with its connections with its purposes and that the personal data are not disclosed outside that body without the consent of the individuals	
		Processing is necessary for the purposes of preventive or occupational medicine, for the assessment of the working capacity of the employee, medical diagnosis, the provision of ***health or social care*** or treatment, or the management of health or social care systems	
		Processing is necessary for reasons of public interest in the area of ***public health***	
		Processing is necessary for archiving purposes in the ***public interest***, scientific or historical research purposes or statistical purposes	

[1] Please see the Privacy Notice Guidance for details of limited use of this ground for processing personal data

Your information will be shared with the following recipients or categories of recipient:

Other parties who may be involved in service requests include:

- *Local authorities*
- *Other law enforcement agencies such as Police and HMRC, Crown Office, Procurator Fiscal Service*
- *Trading standards Scotland*
- *Citizens advice*
- *Food standards Scotland*
- *UK and Scottish Government departments such as Advice Direct Scotland*
- *Office for Product safety and Standards and Competition and Market Authority*
- *Chartered Institute of Trading Standards*

Your information will be transferred to or stored in the following countries and the following safeguards are in place:

Not applicable.

The retention period for the data is:

Year of collection, plus 5 years (or 6 years where appropriate).

The following automated decision-making, including profiling, will be undertaken:

Not applicable.

Please note that you have the following rights:

- to withdraw consent at any time, where the Legal Basis specified above is Consent;
- to lodge a complaint with the Information Commissioner's Office (after raising the issue with the Data Protection Officer first);
- to request access to your personal data;
- to object, where the legal basis specified above is:
  - (i) Performance of a Public Task; or
  - (ii) Legitimate Interests.

- to data portability, where the legal basis specified above is:
  (i) Consent; or
  (ii) Performance of a Contract;
- to request rectification or erasure of your personal data, as so far as the legislation permits.

Where the Legal Basis for processing is Consent, please confirm that you have been provided:

- ☐ why your information is being collected;
- ☐ the purposes for your information being collected;
- ☐ full information about the intended processing;
- ☐ details of any sharing of your information;
- ☐ details of the security for transferring your information to any country outside the EEA;
- ☐ the applicable retention period;
- ☐ details of any automated decision-making or profiling applied to your information; and
- ☐ details of your rights.

I understand that I have the right to withdraw this consent at any time by contacting Trading.standards@aberdeenshire.gov.uk

_____	_____	_____
Name	Date	Signature