

PRIVACY NOTICE

Heath Improvement Team - Infant Feeding Service

Data Controller

Halton Borough Council is the Data Controller for the personal information you provide.

The Council's Data Protection Officer can be contacted on 0151 511 7003 or by email to Peter.Richmond@halton.gcsx.gov.uk

Why do we collect and hold information about you?

The information we collect from you enables us to provide you with support from our infant feeding service, which is available to all parents in Halton with children aged 0-5.

Why do you need my information?

The information is needed to enable the team to make contact with you to offer a service at key points throughout the early years of your child (0-5 years).

We also use anonymous information for evaluation and purposes which is used to provide statistical representation of current infant feeding activity within Halton and benchmark against other areas within the UK.

What legal basis allows you to use my information?

The legal basis for processing your personal data is Legitimate Interests. These interests are of mothers after their discharge from hospital being offered essential advice and support on feeding their baby.

The legal basis for processing your sensitive data: processing is carried out in the course of legitimate activities with appropriate safeguards and on condition that the processing relates solely to the members or to former members of the authority or to persons who have regular contact with it in connection with its purposes and that the personal data are not disclosed outside that body without the consent of the data subjects.

Do I have to provide this information and what will happen if I don't?

You have the right to object to this processing, this may affect our ability to offer you Infant feeding service.

Who will my information be shared with?

Your information will be shared to the following:

Teams within the Bridgewater Community NHS Foundation Trust including Community Midwives and Health Visiting.

The hospital in which you gave birth (which includes but may not be limited to Warrington & Halton Hospital, St Helens & Knowsley Teaching Hospitals NHS, Liverpool Women's Hospital, Countess of Chester Hospital).

Your GP

Halton Children's Centres

ICart team / Early Help teams

Anonymised data is also shared with Public Health England for benchmarking purposes.

You may be asked if you would like to share your experience of our service with other service users as part of our marketing and communications programme. You are not obliged to do so. The information we would seek to use with your consent may include your name, the name of your child and other family members (if appropriate). You may also be asked for your image to be used in marketing materials and online. Your consent may be withdrawn at any time by writing to us at the address stated below.

How long will you keep this information for and why?

We only keep your information for as long as necessary by law in line with Halton Borough Council's Corporate Retention Schedule. If you are over 18 years of age, we will retain your information for 8 years from the date you entered our service. After this period data is disposed of securely. For children and young people, we retain information until the child's 25th birthday, or if they are 17 at the time they enter the service, their 26th birthday. After this period data is disposed of securely.

How will my information be stored?

Your information will be stored electronically in a data base and in digital. Electronic data is kept on a secure in-house HBC database and electronic filing system.

Will this information be used to take automated decisions about me?

No, This information will not be used to make automated decisions about you.

Will my data be transferred abroad and why?

If you consent to receiving promotional emails from us, your data will be transferred to the US as we use an email marketing solution called Mailchimp. You will be asked to consent to having your information used this way. If you opt out, your data will not be included on the Mailchimp system and your data will not be transferred abroad. Details of Mailchimp's Privacy Policy can be found here: <https://mailchimp.com/legal/privacy>

What rights do I have when it comes to my data?

You have the right to:

Right to be informed – through this Privacy Notice

Right to rectification – you have the right to have personal data rectified if it is inaccurate or incomplete.

Right to erasure – you have the right to have personal data erased and to prevent processing however the right to erasure does not apply in some circumstances.

Right to restrict processing – you have the right to block or suppress processing of your data, however this right does not apply in some circumstances.

Right to object to processing (to certain types of processing only)

Right of Access - you have the right under the Data Protection Act 1998 (General Data Protection Regulation 2018) to request a copy of your information and to know what it is used for and how it has been shared. This is called the right of subject access. To request a copy of

your data or ask questions about how it is used download a copy of our form from <https://www4.halton.gov.uk/Pages/councildemocracy/Data-Protection.aspx> and send it to Information Governance Service, Halton Borough Council, Service Improvement Division, Municipal Building, Widnes, WA8 7QF. Or email informationgovernanceservice@halton.gov.uk

Source of data

We may collect your personal information from a number of different sources:
The Hospital in which you gave birth and directly from your GP, midwife and health visitor.

Who can I complain to if I am unhappy about how my data is used?

You can complain directly to the Council's Data Protection Officer by writing to:
Data Protection Officer, Information Governance Service, Halton Borough Council, Municipal Building, Widnes WA8 7QF'.

You also have the right to complain to the Information Commissioner's Office using the following details: The Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF. Telephone: 08456 30 60 60 or 01625 54 57 45. Website: www.ico.org.uk