

Design & Learning Centre for Clinical & Social Innovation - Privacy Notice

Last Updated: 30th July 2018

This Privacy Notice is strictly in relation to the activities of the Design and Learning Centre for Social and Clinical Innovation.

This notice explains what personal data (information) we hold about you, how we collect, how we use and may share information about you. We are required to give you this information under data protection law.

Who we are?

Kent County Council collects, uses and is responsible for certain personal information about you. When we do so we are regulated under the General Data Protection Regulation 2016 which applies across the European Union (including in the United Kingdom) and we are responsible as 'controller' of that personal information for the purposes of those laws. Our Data Protection Officer is Benjamin Watts.

The Design and Learning Centre for Clinical and Social Innovation is part of Kent County Council and was officially launched in 2016. The vision of the Design and Learning Centre is to make care better for people by "making out-of-hospital care safer for both citizens and professionals". The work of the Design and Learning Centre is focused on making health and social care services sustainable for the future, through various projects. The projects that are currently in progress under the Design and Learning Centre, during which we may use your personal data are:

- ESTHER
- Medication in the Community
- Antibiotic Prescribing
- Push Project
- Learning and Development Hub for the Care Sector

To find out more about the Design and Learning Centre and our work please visit our website - <https://designandlearningcentre.com/>

Personal information we collect and use

Information collected by us

As part of the Design and Learning Centre for Clinical and Social Innovation's activities, we collect personal information from you in the following ways:

- Events, workshops & training
- Newsletter sign up
- The development of case studies
- Our website - <https://designandlearningcentre.com/>

Our website uses cookies – for more information about the cookies we use you can view our [Cookie Policy](#).

We collect the following personal information via the methods listed above when you provide it to us:

- Name
- Job Title
- Organisation
- Email Address
- Signature
- Contact Telephone Number
- Your image via photograph or video
- Your view and/or experiences which may include special category information such as health, ethnicity, religious information

How we use your personal information

We use your personal information in the following ways:

- To send you newsletters and regular updates on projects, upcoming events and training where you have consented to be part of a distribution list.
- To create and maintain distribution lists for our projects (see page 1 for the full list of our projects), where emails will be sent periodically with updates, event invitations and other information deemed to be of use, we will only contact you where you have consented to be part of a distribution list.
- To develop content for our webpages, including the uploading of your image in the form of photographs, videos and case studies.
- To create videos and other forms of media (e.g. pictures).
- To develop promotional material (e.g. flyers, brochures, posters, pull up banners, newsletters and presentations delivered internally and externally).
- As part of our social media and newsletter content.
- We use attendance lists at all events, workshops and training sessions so we can see who is in attendance for safety reasons so in case of an emergency or evacuation we can account for all attendees. We also use this information following attendance at an event, workshop or training session to send you a post event, workshop or training session communication. We will not share

your contact details and will only use them in the above two ways during and following attendance at one of our events, workshops or training session.

The information you provide to us in relation to case studies, video and other media (e.g. photographs) may be uploaded into the public domain via our website, social media content and newsletters. This means the information you provide will be accessible to the general public.

How long your personal data will be kept

Newsletters: We will hold the information via Mailchimp to manage our newsletters; please see Mailchimp's [Privacy Notice](#) for more information. This information will only be held while we have your consent, which can be withdrawn at any time by unsubscribing from our mailing list via a link we include on all our newsletters.

Distribution Lists: If you have subscribed to a project distribution list as listed above on Page 1, your contact information/preferences will be held in a secure database/contact list until such time that you remove your consent.

Case Studies: Information supplied as part of case studies will be held in by us internally for three years unless you withdraw your consent prior to this point. Once you have withdrawn your consent or your consent has expired the information will be held in line with Kent County Council's Data Protection Policy before being securely destroyed.

If you no longer wish for us to use the information you have shared with us you can withdraw your consent at any time by notifying the Design and Learning Centre in writing either via email (designandlearningcentre@kent.gov.uk) or by post, which is to be addressed as follows: Design and Learning Centre, 3rd Floor Invicta House, Maidstone, ME14 1XX. On receipt of your notification we will stop using your information in future publications, but it may continue to appear in publications already in circulation.

Video & Other Media: Please refer to the signed permission form in relation to the use of your image captured via video or other media (e.g. photographs), as this will be retained as per the signed consent form. Videos that are captured by the Design and Learning Centre will also be stored online via our YouTube account; for more information please see YouTube's [Privacy Policy](#).

Information supplied to us in the form of videos and other images will be securely held by us for three years unless you withdraw your consent prior to this point. Once you have withdrawn your consent or your consent has expired, the information will be held in line with Kent County Council's Data Protection Policy before being securely destroyed.

If you no longer wish for us to use the information you have shared with us you can withdraw your consent at any time by notifying the Design and Learning Centre in writing either via email (designandlearningcentre@kent.gov.uk) or by post, which is to be addressed as follows: Design and Learning Centre, 3rd Floor Invicta House, Maidstone, ME14 1XX. On receipt of your notification we will stop using your information in future publications, but it may continue to appear in publications already in circulation.

Social Media: As part of our social media activity we use information such as videos, images and case studies to build content for our posts. The Design and Learning Centre will use the [Design and Learning Centre Twitter account](#) to share this information, for more information please see Twitters [Privacy Policy](#). We will only use information that you have already consented for us to use and once the consent has expired we will no longer use the information supplied in future social media posts.

If you no longer wish for us to use the information you have shared with us you can withdraw your consent at any time by notifying the Design and Learning Centre in writing either via email (designandlearningcentre@kent.gov.uk) or by post, which is to be addressed as follows: Design and Learning Centre, 3rd Floor Invicta House, Maidstone, ME14 1XX. On receipt of your notification we will stop using your information in future social media posts, but it may continue to appear in social media posts already in circulation.

Sign in Sheets (Workshops, Events & Training): All sign in sheets will be held for three months from the date of the event; this will allow sufficient time for any follow up communications that are related to the event, workshop or training session attended.

Reasons we can collect and use your personal information

We rely on your consent as the lawful basis on which we collect and use your personal data.

We rely on your explicit consent as the lawful basis on which we collect and use your special categories of personal data.

The provision of the information we collect from you is reliant on consent and is required from you to enable us to use the information you have provided in the ways set out within this Privacy Notice. You may withdraw your consent at any time. If you do withdraw your consent no further personal information will be collected and the existing personal information shall only be retained in accordance with KCC's data protection policy.

Who we share your personal information with

We will be sharing your information outside of Kent County Council as some information will be placed into the public domain as set out above with the exception of your contact details, these will not be shared outside of Kent County Council unless explicitly consented.

We will share personal information with law enforcement or other authorities if required to do so by applicable law.

Your rights

Under the GDPR you have rights which you can exercise free of charge that allow you to:

- Withdraw your consent at any time
- Know what we are doing with your information and why we are doing it
- Ask to see what information we hold about you (subject access request)
- Ask us to correct any mistakes in the information we hold about you
- Object to direct marketing
- Make a complaint to the Information Commissioners Office

Depending on our reason for using your information you may also be entitled to:

- Ask us to delete information we hold about you
- Have your information transferred electronically to yourself or to another organisation
- Object to decisions being made that significantly affect you
- Object to how we are using your information
- Stop us using your information in certain ways

We will always seek to comply with your request however we may be required to hold or use your information to comply with legal duties. Please note: your request may delay or prevent us delivering a service to you.

For further information about your rights, including the circumstances in which they apply, see the guidance from the UK Information Commissioners Office (ICO) on individuals' rights under the General Data Protection Regulation.

If you would like to exercise a right, please contact the Information Resilience and Transparency Team at data.protection@kent.gov.uk.

Keeping your personal information secure

We have appropriate security measures in place to prevent personal information from being accidentally lost, or used or accessed in an unauthorised way. We limit access to your personal information to those who have a genuine business need to know it.

Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

Who to Contact

Please contact the Information Resilience and Transparency Team at data.protection@kent.gov.uk to exercise any of your rights, or if you have a complaint about why your information has been collected, how it has been used or how long we have kept it for.

You can contact our Data Protection Officer, Benjamin Watts, at dpo@kent.gov.uk or by writing to the Data Protection Officer, Sessions House, Maidstone Kent ME14 1XQ.

The General Data Protection Regulation also gives you right to lodge a complaint with a supervisory authority. The supervisory authority in the UK is the Information Commissioner who may be contacted at <https://ico.org.uk/concerns> or telephone 03031 231113.

For further information visit <https://www.kent.gov.uk/about-the-council/about-the-website/privacy-statement>