**Privacy Notice for**

**Business Regulatory Support Hub**

**What this document is for**

This privacy notice provides details on how we, Broadland District Council and South Norfolk Council (“the councils”), use your personal information, when providing services and assistance by our Business Regulatory Support Hub.

By ‘use’ we mean the various ways it may be processed, including storing and sharing the information.

The Councils are what is known as the ‘Data Controller’ for your data, and act as independent, sole data controllers. The Council that you are operating in/planning to operate in is the ‘Data Controller’ for your personal data.

**Further details**

We also provide the following details in our general privacy notice on our websites (please follow relevant link below to access these):

* Your rights under the UK General Data Protection Regulation (the UK GDPR) and how to exercise them.
* How to make a complaint and contact our Data Protection Officer; and
* How to contact the regulator, the Information Commissioner’s Office

[South Norfolk Council](https://www.southnorfolkandbroadland.gov.uk/council/data-protection/south-norfolk-council-data-protection) [Broadland District Council](https://www.southnorfolkandbroadland.gov.uk/council/data-protection/broadland-district-council-data-protection)

**What we use your information for**

The Business Regulatory Support Hub will use your personal information for the following purposes:

* To provide tailored advice and guidance in response to your enquiry, and to deliver services and benefits that meet your needs.
* To make appropriate enquiries and referrals to other public authorities, partner agencies, or internal departments within the Council.
* To verify your eligibility for certain services.
* To maintain and update your customer records.
* To support service planning and performance monitoring by helping us understand how effectively we are delivering services and identifying the needs of residents and businesses in the District.
* To seek your feedback and opinions on the services we provide, in order to improve quality and responsiveness.

**What personal data we collect and use about you**

We will collect and use the following information in relation to yourself and your business or anyone included in your business regulatory case/enquiry:

* Contact Information - this could include your full name, postal address (home or operating), email address, telephone number, WhatsApp number.
* Information about your business, your business plans, business type, business activities, business premises, business registrations/training courses/licensing etc.

**Who provides this information**

We receive most of this information directly from you. However, where relevant, we may also obtain some data from the following sources:

* Other local authorities
* Other internal council departments
* Publicly available content (e.g. posts, photos, business details on Facebook, Instagram, LinkedIn, etc.) can be viewed and used by the council as part of their regulatory duties, where we may use social media to verify business type and activities.

**How we share your information**

We may share the information provided to the following departments within the council in order to further assist you. This can include (but is not limited to):

* Food and Safety
* Health and Safety
* Environmental team
* Licensing team
* Planning team
* Business rates
* Business support
* Economic Development
* Carrowbreck training centre

Any information which is shared will only be shared on a need-to-know basis, with appropriate individuals. Only the minimum information for the purpose will be shared.

**We will not:**

* sell or rent your data to third parties.
* share your data with third parties for marketing purposes.
* share your personal data with any third parties unless required by law, such as in cases of fraud investigation or legal processes.

**How the law protects you and the legal basis for processing your information**

We have legal grounds under the UK GDPR to process this information because it is necessary for the performance of a task carried out in the public interest and the task or function has a clear basis in law under the various legislation that governs the work of the undertaken by the departments that the Business Regulatory Support Hub assists.

**How long will we keep your personal information for**

The information you provide will be held securely by us for a period of no longer than 3 years following the closure of your case within the Regulatory Support Hub. Once it is no longer needed, we will securely delete or anonymise the data.

We will retain your WhatsApp communication for up to 12 months before it is deleted. We may store data gathered from the conversations into back-office systems for longer, as detailed above.

**How we keep your information**

The information is stored electronically, on the Council’s network including records management systems.

If you communicate with us over WhatsApp, your data will also be stored within this platform. WhatsApp considers chats with businesses that use the WhatsApp business messaging service to be end-to-end encrypted. Please note that WhatsApp operates its own privacy policy, and we recommend reviewing their terms and conditions for how your data is handled on their platform. Find out about [WhatsApp secure business messaging](https://faq.whatsapp.com/1148840052398648/?helpref=hc_fnav).

**Changes to this notice**

We may amend this privacy notice at any time so please review it frequently. The date below will be amended each time this notice is updated.

This notice was created in August 2025.