

Privacy notice for Customer Insights Group

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 for the purposes of forming and administering a ‘Customer Insights Group’ and consulting the group by way of surveys.

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

The Councils are what is known as ‘Joint Data Controllers’ for your 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 data protection](#) [Broadland District Council data protection](#)

What we use your information for

South Norfolk and Broadland Councils will use your information to:

- contact you by your preferred means to request you provide feedback on services in order to improve, test the services we provide and understand future needs and priorities
- administer and maintain your inclusion on the Customer Insights Group
- select group members to participate in surveys/user testing to ensure a representative cross-section of our customers
- if authorised by you, to provide results of surveys you have taken part in
- if authorised by you, to invite you to participate in further research such as polls, online discussion forums, focus groups, telephone interviews or other appropriate research activities.
- if authorised by you, to contact you by your preferred contact method (email or phone) in order to request further information on completed surveys.

What personal data we collect and use about you

We will collect and use the following information in relation to yourself:

- your name
- preferred contact information - this includes your postcode, email address and telephone number(s)
- confirmation you are over 18 years old
- District Council you access services from
- optional data requested including age range and disability status

Who provides this information

We receive this information from you, when you complete the form to be added to the customer insight panel.

How we share your information

We will process your data via a third-party provider called Microsoft Forms to manage your inclusion in the Customer Insights Group and to collect and store your feedback.

Summaries of anonymised feedback may be shared with third parties to help improve Council services. For example, we may share anonymised feedback from you with our website provider to help improve how our website works.

Your feedback will be anonymised for the purpose of supplying feedback to service areas. None of your personal data will be shared alongside your feedback.

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

We have legal grounds under Article 6 (1) (a) of the UK GDPR to process this information and rely on your consent.

How long will we keep your personal information for

We will retain relevant details required to administer the customer insights panel until you notify us that you no longer wish to be a member of the panel by emailing council@southnorfolkandbroadland.gov.uk or by writing to Customer Experience, The Horizon Centre, Peachman Way, Broadland Business Park, Norwich, NR7 0WF. You can also ask us at any point to remove any optional personal data supplied (as detailed above) about yourself by contacting us via the above methods.

The responses you provide to customer insight panel surveys will be identifiable to you for no longer than 3 months following the closure of your customer panel survey response. After this time, the responses will be anonymised and retained for five years.

How we keep your information

The information is stored electronically, on the Councils' network including records management systems.

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 updated in December 2025.