

Privacy Notice for My Account

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 providing you with services via *My Account*. This is a free online account for residents in South Norfolk District and Broadland District. It provides a link to your Council Tax and Benefits accounts, notifications and service alerts (when subscribed to specific alerts), and other digital services relating to your property such as bin collection days and your closest planning applications. 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 resident of / operate out of / apply to is the ‘Data Controller’ for your personal data accessed via *My Account*.

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](#) [Broadland District Council](#)

What we use your information for

We will use your information to:

- Create an account when you register for *My Account* and link this to relevant council services so you can access information (e.g. council tax, benefits, etc.)
- Contact you about your account, such as if your account is dormant and we need to notify you that it will be closed, password resets etc.
- Send text and/or email notifications when you sign up to alerts
- Provide you with access to our online services, such as reporting issues, making requests, keeping you updated on the progress of service requests, making applications, booking appointments, and requesting information
- Analyse and report on the number of accounts (anonymised data)

What personal data we collect and use about you

We will collect and use the following information in relation to yourself as the *My Account* account holder:

- Contact information - this could include your name, property address, email address, and telephone number
- Council services accessed – e.g. council tax, benefits etc.

Who provides this information and how we share data

We receive all information from you.

We share limited details with internal teams in order to provide relevant access to services via *My Account*. 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 of providing you with support will be shared.

We will also share your information, if appropriate, with:

- third parties (data processors) contracted by South Norfolk Council and Broadland District Council to work on our behalf to support the online services - such third parties include:
- our customer relationship management tools provider – GOSS Interactive
- our payment provider
- our SMS Text alerts provider

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 and rely on your explicit consent.

How long will we keep your personal information for

We will keep your account data for as long as your account remains active, however you have the right to delete your account at any time by logging into your '*My Account*'.

If you do not access your account for 12 months then you will be sent a reminder, if your account remains inactive for another month then your account and personal data will be deleted three months after a request to close the account or inactivity.

Your details from your *My Account* will be deleted from our *My Account* records management systems only. If you have links to your Council Tax and/or Benefits accounts, your details will remain with those accounts as per the relevant Privacy Notice for those accounts.

How we keep your information

The information is stored electronically, on the Council's 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 April 2026.