**Privacy Notice for *My Account***

**What this document is for**

This privacy notice provides details on how we, South Norfolk Council (“the council”), 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. It provides a link to your Council Tax and Benefits accounts, email notifications (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 Council is what is known as the ‘Data Controller’ for your data.

**Further details**

We also provide the following details in our [general privacy notice](https://www.southnorfolkandbroadland.gov.uk/council/data-protection/south-norfolk-council-data-protection) on our website:

* 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

**What we use your information for**

We will use your information to:

* Create an account when you register for *My Account*
* 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 email notifications when you sign up to alerts
* Link to your Council Tax account if you request it to be linked to your *My Account* so you can access information regarding your council tax account
* Link to your Benefits account if you request it to be linked to your *My Account* so you can access information regarding your benefits account
* 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 – eg, benefits

**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.

**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. To do so, please complete our [General Enquiry Form](https://forms.southnorfolkandbroadland.gov.uk/councilforms/GeneralEnquiry/Category) and select '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 February 2025.