

Privacy Notice for Digital Assistant

What this document is for

The Councils' Digital Assistant is designed to provide information from the Councils' website about Council services only and does not personalise responses. All answers are generated from publicly available content on the Councils' website.

This privacy notice provides details on how we, South Norfolk Council and Broadland District Council ("the councils"), use any personal information residents provide whilst interacting with the Councils' Digital Assistant.

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 residents' data, and act as independent, sole data controllers. The Council you contact is the 'Data Controller' of 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](#) [Broadland District Council](#)

What personal data we collect and what we use your information for

The Councils' Digital Assistant is designed to provide information from the Councils' website about our Councils' services only and does not personalise responses. All answers are generated from publicly available content on the Councils' website. Therefore it does not require customers to enter any personal information.

When you interact with the Digital Assistant, we collect the messages you send and the Digital Assistant's responses.

If you contact the Digital Assistant by phone, we also collect your phone number and the duration of your call, in order to:

- provide the digital assistant service
- offer optional SMS follow-up messages

- transfer your call to a human agent where appropriate
- diagnose and resolve issues with the service and conducting associated reviews.

The Digital Assistant uses artificial intelligence to answer your questions. It does not make decisions that have a legal or similarly significant effect on you. Where it cannot help, it will say so, and on the phone it can transfer you to a human agent.

Your conversations are not used to train any artificial intelligence model.

Who provides this information

The Councils receive the data from you.

How we share your information

Our service provider ICS.AI manages the Digital Assistant on the Councils' behalf and has limited access for the purposes of investigating issues.

Telephone calls are routed via AudioCodes LiveHub, which holds call transcripts and metadata.

Your mobile number is shared with GOV.UK Notify when you request an SMS text message.

Your data is not shared beyond these parties.

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.

How long will we keep your personal information for

The Councils retain these records for 30 days in a form that identifies you, and for 12 months in a form where personally identifying details have been removed. After these periods, records are overwritten.

AudioCodes LiveHub retains the data outlined above for 7 days.

How we keep your information

Conversations with the Digital Assistant are stored in the councils' own database for reporting and for investigation of issues.

A reporting dashboard will provide an overview of anonymous conversations to support service improvement and analysis of the Digital Assistant's performance.

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 May 2026.