

Privacy Notice for the delivery of ‘Yours Sincerely’ letters to residents.

What this document is for

This privacy notice provides details on how we, South Norfolk Council and Broadland District Council, use personal information for the purposes of sending you regular letters as a part of ‘Yours Sincerely’. South Norfolk Council & Broadland District Council take your privacy very seriously and act as independent Data Controllers, dependant on which Council you reside in. By consenting to receiving regular ‘Yours Sincerely’ letters by post, you are consenting to the following use of your data.

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

Further details

We also provide the following details in our general privacy Policies on our websites:

- Your rights under the UK General Data Protection Regulation (the UK GDPR) and
- How to exercise them

[South Norfolk Council](#)

[Broadland District Council](#)

What we use your information for

With your consent, we use your name and postal address in order to post you a regular personalised letter. We may phone or email you to ask for your feedback and suggestions on the value and content of the letters, and to advise on any changes to the service. The letter will include health and wellbeing tips, news and updates about local and national support groups, friendly content including quizzes or puzzles and lighthearted comment. The aim of the letter is to provide content to help keep you up to date and offer regular friendly written contact.

What personal data will we collect and use about you?

We will collect and use your name, property address, email address, and telephone number

Who provides this information?

We receive most of this information from you, via a Community Connector or a referring organisation, for example a housing association or Age UK, who will have obtained your consent to share your data with us for the sole purpose of being a recipient of 'Yours Sincerely' letters.

Who we share your information with?

Generally, we will not share your data with any third parties, however details of your name and address will be shared with a mailing company who post out the letters on our behalf.

How long will we keep your personal information?

We will retain your data for up to 3 years for the purpose of sending you regular 'Yours Sincerely' letters, or until such time as you choose to unsubscribe from the scheme at an earlier date, or if the project ceases to operate.

You can unsubscribe at any time by phoning 01508 533816 or emailing lwoollacott@s-norfolk.gov.uk and we shall remove your data and cancel future letters .

How we keep your information

The information is stored electronically, on the Councils' networks and by the mailing company who print and post the regular letters. The mailing company will comply with data protection legislation.

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 March 2021