

Privacy Notice for the application for a place on the South Norfolk E-Commerce Trading Platform Build Programme

What this document is for

This privacy notice provides details on how we use any of your personal information for the purposes of processing your application for a place, and delivery of the programme.

By 'we', we mean South Norfolk Council as the Data Controller and the funder / commissioner of the programme, and Quickfire Digital, who act as a Data Processor who will deliver the Programme on behalf of the Council.

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 [Privacy Policy](#)

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

What we use your information for

We may use the information about you to:

- The Council will contact you about your application for a place on the programme, and if successful, contact you about next steps and request feedback regarding the Programme
- To assess your eligibility for a place on the programme
- In the case of the programme being over-subscribed, we will carry out a selection process (with the involvement of Quickfire Digital) to determine which eligible applicants will be accepted for inclusion on the programme.
- Quickfire Digital will make initial and ongoing contact with you during the e-commerce platform build and support period – as they work with you to help your business
- With your consent, we will contact you about future business support and grant funding available from the Council or other agencies in our regular e-newsletter

What personal data we collect and use about you

This programme is funded by Central Government provided business Covid grant funding. When we administer those funds we are required to collect specified information about the businesses that will benefit from that funding – this includes:

1. Business Rate Payer name (if in rateable premises)
2. Address of business premises (this will be your home address if the business is operating at or from home base)
3. Email address
4. Size of business the grant relates to (in terms of staffing)
5. Business sector
6. Unique identifier (Company Reference Number where a limited company, Unique Tax Reference, Self Employed/Self-Assessment Registration Number, or National Insurance Number)
7. Covid business grants awarded
8. Amount of grant paid
9. Date grant paid

We will additionally collect and use:

- Full name
- Contact phone number
- Information you provide regarding your proposed online trading and what you hope to get out of the programme.

Who provides this information

South Norfolk Council will receive this information from you when you complete the online application form.

Who we share your information with

We will first share your data with other Council services to confirm that you or your business appear on our records at the business trading address provided in South Norfolk.

South Norfolk Council will share your name and the name of your business with Quickfire Digital, as part of a selection process (if the programme is over-subscribed).

In the case of successful applicants, the Council will share: your name, contact details, and business name with Quickfire Digital so that they can communicate with you in delivering the programme. We will also share with them the information in your application that will help them gain an initial understanding of what you will be selling, why you want to trade online and what you hope to take out of the programme.

If requested, the information in the numbered points above may be provided to the Department of Business, Energy & Industrial Strategy (BEIS) in respect of those that take part in the programme.

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 or in the exercise of official authority vested in the controller.

We also rely on consent in relation to contact you about future business support and grant funding available from the Council or other agencies in our regular e-newsletter as detailed elsewhere on the Notice.

How long will we keep your personal information for

In the case of successful applicants, we will keep your records for 10 years, from submission of your application. This record includes the full application form, and any other information we may subsequently collect in support of your application.

Application information for unsuccessful applications will only be kept for 18 months (initially it will be kept for use should any successful applicants withdraw prematurely from the programme).

If we need to use your information for research or reports, your information will be anonymised. The information will continue to be used in a summarised and anonymised form in any reports or papers that are published.

Quickfire will retain data for no longer than three months beyond the end of the programme (the programme finishes when the support to the business ends, which will be up to 12 months following trading platform build).

How we keep your information

The information is stored securely, on the Council's and Quickfire Digital's networks.

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 April 2022.