

Lancashire Fire and Rescue Service

Privacy Notice – Website and Social Media

This privacy notice is designed to help you understand how and why your information is processed when you submit a request via our website or contact us through social media.

We do publish incident information onto our website and social media sites; however we do not disclose any personal information.

Why do you need to process my information?

If you choose to contact us via a website form or social media platform your information is then used to either meet a regulatory requirement or for legitimate purposes of managing and dealing with your request.

Website forms and use:

When you submit a form to us we request certain information to enable us to deal with your request and provide a response where necessary. The majority of the information we ask for on a form is voluntary, information which is compulsory is clearly marked with an asterisks* and is required for us to deliver the required service. If you do not provide the information we may not be able to deal with your enquiry or provide you with a response.

The table below describes why your information is collected and used:

Form	Information Required
Home Fire Safety Check	Required to meet our obligations e.g. we need name and address to contact you to make arrangements and to conduct the visit
Freedom of Information / Environmental Information Regulation Request	Required to meet Freedom of Information (FOI) Act and/or Environmental Information Regulations. For example we require a name and address under the FOI Act
Complaints	Required to enable us to investigate and manage complaints and to provide a response
Compliments	Required to enable us to deliver positive feedback to our staff
Fire report request	Required to enable us to provide an Insurance Company / Solicitors etc. a fire report
Subject Access Form	Enables a member of the public or a member of staff to request a copy personnel data which held by the Service.
Get in touch form	So we can look into your enquiry and respond

On the 25th May 2011 amendments were made to The Privacy and Electronic Communications Regulations 2003 regulations, which require businesses and organisations running websites in the UK to get consent from visitors to their website in order to store cookies on users' computers.

Social Media:

If you contact us via social media (Facebook, Twitter, Instagram, YouTube, Flickr, Vimeo or LinkedIn), we can see your registered name as this is part of the functionality of the social media site.

Lawful basis for processing

General Data Protection Regulation

The condition for processing under the GDPR will be:

- **Article 6(1)(a) of the GDPR**, the data subject has given consent to the processor of his or her personal data for one or more specific purposes.
- **Article 6(1)(c) of the GDPR**, the processing is necessary for the compliance with any legal obligation to which the controller is subject.

Automated decision making, including profiling

When Lancashire Fire and Rescue Service process your information, we will not process your data to make a decision by wholly automated means.

How will you use my information?

Website forms:

When you submit a website form, it automatically goes to the team responsible for dealing with that enquiry. For some forms, submissions are logged so the team can manage it in line with Service policy and procedure. For example, we would keep a copy of a Freedom of Information Request and our response to demonstrate compliance with the applicable legislation.

There are some forms where we don't store your personal information, such as compliments, but the compliment you provide is shared with attending crews, for example.

Social media:

If you contact us via social media either through direct message, commenting on a post or by mentioning us in a post, we will use your information in order to reply to you.

Who will have access to the information?

Website forms:

Our website administrator and website provider, Stone Create has access to all form submissions for a period of one week. This is just to allow them to administer the website and for contingency purposes if the email system fails.

Stone Create processes your information on our behalf and is unable to do anything with your personal information unless we instruct them to do so. They will hold it securely and not share your personal information with any organisation apart from us.

The responsible team will also have access to the information you have provided on the form and may pass it to other staff members who are responsible for delivering the required service.

Social media:

Staff in our corporate communications team has access to our corporate social media accounts. These people are able to see direct messages or tweets etc. where Lancashire Fire and Rescue Service have been tagged. Sometimes our corporate communications team will pass your request onto another team for an answer.

Other users will be able to see our response to you and therefore your username. This is in line with the functionality of social media platforms.

We have a number of staff members who have access to our corporate Facebook account. If you send us a private message these people are able to see them and respond accordingly. If you publically write on our wall or comment on a post other Facebook users will be able to see this and our response.

We advise social media users to familiarise themselves with the privacy settings and information provided by those organisations.

Information about Twitter privacy can be found on their website

[Click Here](#)

Information about Facebook privacy can be found on their website

[Click Here](#)

How long will you keep hold of my information?

Website forms:

The website automatically deletes the information submitted via a form after three months.

Social media:

We don't keep a log of enquiries and posts made through social media, however if you make a compliment or complaint this may be logged in line with our policies and procedures, to investigate and provide a response.

If you mention us in a message you are able to delete this yourself, if you direct message us, as an individual, we will delete the conversation after three months from the last communication. We'll keep communication from other organisations indefinitely.

If you direct message us on Facebook we will delete the messages after a period of three months, posts made to our wall are not deleted (unless they breach our management of the page) by the Service but you have the ability to delete or edit your own posts.

Is there anything else I need to know when it comes to my personal information?

To find out more about the rights you have when it comes to your personal information or who you can contact to discuss it further, please see below.

Your Rights

In certain circumstances the Data Protection Act 2018 will provide you with various rights regarding your personal information, such as the right to;

- Request sight of the information that we are holding on you
- Request the rectification of any inaccurate personal data
- Request erasure of personal data
- Request restriction of processing
- Object to the processing of your data
- Data portability
- Lodge a complaint with the Information Commissioner's Office
- Request to withdraw consent where the processing is based on consent

To find out more about your rights [click here](#).

If you have any concerns or would like to discuss how we use your information, please contact the Knowledge and Information Officer via:

Knowledge and Information Officer (Info Governance)
Service Development Department
Lancashire Fire and Rescue Service
Fire Service HQ
Garstang Road
Fulwood
Preston
PR2 3LH
Email: infogov@lancsfirerescue.org.uk
Telephone: 01772 866907

You can also contact the Information Commissioner's Office for further guidance or to lodge a complaint at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF
www.ico.org.uk
Telephone: 0303 123 1113