**Christmas Retail Support Programme Privacy Notice**

Antrim and Newtownabbey Borough Council is the data controller for personal information collected for the Christmas Retail Support Programme. The Council requires the requested information to register you for the programme and administer your participation.

We will collect and process your name, telephone number, email address and any other information required to register you for, administer and evaluate your participation in the Christmas Retail Support Programme. This is in accordance with Article 6(1)(e) of the UK General Data Protection Regulation (UK GDPR), as it is providing a support service for the performance of a public task undertaken by the Council.

Creating Retail Magic has been appointed by the Council to support delivery and management of the programme. Where it processes personal data on behalf of the Council, it will do so only under the Council's instructions and for the purposes of delivering and evaluating the programme.

Creating Retail Magic may also contact you following participation to gather feedback. Providing feedback is voluntary and will be used to evaluate the effectiveness of the programme and inform future business support activity.

Relevant information will be held on the Economic Development Customer Relationship Management (CRM) system.

Where you have chosen to join the Council's Business Directory, we will use your contact details to keep you informed of relevant business support programmes, funding opportunities, events and other business opportunities. This is optional and separate from participation in the Christmas Retail Support Programme. The lawful basis for this processing is Article 6(1)(a) of the UK GDPR – your consent. You can withdraw your consent or unsubscribe from these communications at any time.

All information collected and processed may be subject to audit. The Council may also process the information for research purposes carried out in the public interest. Your personal information will be retained in accordance with the Council's retention and disposal schedule and will be securely disposed of when no longer required.

Further information on how the Economic Development team collects, uses and holds personal information is available in the Council's Economic Development Privacy Notice.

You have a number of rights in relation to your personal data. Further information is available from the Information Commissioner's Office.

If you have any concerns about how your personal data is being handled, you can contact:

Data Protection Officer

Antrim Civic Centre, 50 Stiles Way, Antrim, BT41 2UB

T: 028 94 463113

E: DPO@antrimandnewtownabbey.gov.uk