

# MHCLG Voluntary to Buy Midlands Pilot - Privacy Notice

The intention of this privacy notice is to make you fully aware of how and why we will use the personal data that we will collect via the registration form on our website for the purposes of the Voluntary Right to Buy Midlands pilot.

The Ministry of Housing, Communities and Local Government (MHCLG) is the data controller. The Data Protection Officer at MHCLG can be contacted at [dataprotection@communities.gsi.gov.uk](mailto:dataprotection@communities.gsi.gov.uk).

## 1. Information we collect

The Ministry of Housing, Communities, and Local Government will utilise the personal data collected from you through this site for the purposes of allocating places on the Voluntary Right to Buy pilot.

We will collect, store, and use the following categories of personal data about you:

- Name
- Address
- Email address
- Name of landlord.

For individuals/households who are subsequently allocated a place on the pilot, your landlord will collect further additional personal information – and request it from third parties – throughout the course of the application and sales process. Your landlord will provide you with further information on what data will be collected from you through this process prior to you applying for the scheme. Some of the personal data that is collected by your landlord will be shared with the Ministry of Housing, Communities, and Local Government (see Section 4).

## 2. How we process your information

We will only collect personal information if there is a lawful basis for doing so, and we will only collect the information that we need to carry out a bona-fide government function. We will use your personal information in the following circumstances:

- When processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in us, for example, for one of our statutory functions; or
- When processing is necessary for compliance with a legal obligation.

## 3. Why we will process your personal information

We may process your data for the purpose of administering your registration form (for instance, letting you know whether or not you have been successful in the ballot, and contacting you in the unlikely event that a further opportunity arises to run a second ballot), and for the process of random selection.

We may process your data, and/or share your data with third parties, for fraud monitoring and prevention purposes.

We will only use your personal information for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If we need to use your personal information for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so. Please note that we may process your personal information without your knowledge or consent, in compliance with the above rules, where it is required or permitted by law.

#### **4. Why we will use your personal information: Additional information for individuals who are selected to participate in the pilot**

For individuals/households who are subsequently allocated a place on the pilot, your landlord will collect further additional personal information – and request it from third parties – throughout the course of the application and sales process. Your landlord will act as the data controller for this data, and will provide you with further information on how your data will be used at the point at which you apply. Some of the data that is collected by your landlord will be shared with other third parties, including, but not limited to, the Ministry of Housing, Communities, and Local Government. Any data that is shared with the Ministry will be processed in line with this Notice.

#### **5. Legal basis for processing your data**

Data protection legislation sets out when we are lawfully allowed to process your data. The lawful basis that applies to this processing is that necessary for the performance of a task carried out in the public interest by a government department (DPA 2018 Chapter 2 section 8).

#### **6. Retention**

The Ministry of Housing, Communities, and Local Government has a [records retention schedule](#) that outlines how long we will retain information.

In some circumstances we may anonymise your personal information so that it can no longer be associated with you, in which case we may use such information without further notice to you.

Once you are no longer participating in the Voluntary Right to Buy scheme we will securely destroy your personal information in accordance with our records retention schedule.

Your details will be held until you request that we delete it or when we no longer need to contact you about the Voluntary Right to Buy. It may not always be possible to delete your data in the timeframe that you have specified.

## **7. Data rights**

The data we are collecting is your personal data, and you have rights that affect what happens to it. You have the right to:

- a. know that we are using your personal data
- b. see what data we have about you
- c. have your data corrected if incorrectly recorded, and to ask how we check the information we hold is accurate
- d. know the automated process being used and have the methodology explained
- e. have human intervention
- f. complain to the Information Commissioner's Office (ICO). Details can be found below.

## **8. Sending data overseas**

We use a service called MailChimp to handle the sending of alerts and information packs by email, which is operated by The Rocket Science Group, based in Atlanta, U.S.A.

MailChimp participates in and has certified its compliance with the EU-U.S. Privacy Shield Framework. It is committed to subjecting all Personal Information received from European Union (EU) member countries, in reliance on the Privacy Shield Framework, to the Framework's applicable Principles. To learn more about the Privacy Shield Framework, visit the [U.S. Department of Commerce's Privacy Shield website](#).

Emails sent from MailChimp contain both HTML and plain text versions. If you choose to view the messages in HTML mode, these contain small tracking codes to help us evaluate the usefulness of the material we are sending. Operationally, we do not review this data at individual level, only as aggregated scores.

[Full privacy information](#) relating to MailChimp.

## **9. Automated decision making**

Places on the pilot will be allocated using an algorithm.

## **10. Storage, security and data management**

Your data will be stored in a password-protected account on MailChimp, following their privacy policies.

## **11. Cookies**

To make this site simpler, we sometimes place small data files on your computer. These are known as cookies. Most big websites do this too.

They improve things by:

- remembering settings, so you don't have to keep re-entering them whenever you visit a new page
- remembering information you've given (e.g. your postcode) so you don't need to keep entering it
- measuring how you use the website so we can make sure it meets your needs.

Our cookies aren't used to identify you personally. They're just here to make the site work better for you. Indeed, you can manage and/or delete these small files as you wish.

To learn more about cookies and how to manage them, visit [AboutCookies.org](http://AboutCookies.org).

We use Google Analytics to collect information about how people use this site. We do this to make sure it's meeting its users' needs and to understand how we could do it better.

Google Analytics stores information about what pages you visit, how long you are on the site, how you got here and what you click on. We do not collect or store your personal information (e.g. your name or address) so this information cannot be used to identify who you are. We do not allow Google to use or share our analytics data.

The following cookies are set by Google Analytics:

| Name          | Typical Content  | Expires                     |
|---------------|--|-----------------------------|
| <b>_utma</b>  | randomly generated number  | 2 years                     |
| <b>_utmb</b>  | randomly generated number  | 30 minutes                  |
| <b>_utmc</b>  | randomly generated number  | when you close your browser |
| <b>_utmz</b>  | randomly generated number  | 2 years                     |
| <b>_utmxx</b> | randomly generated number  | 2 years                     |
| <b>_utmz</b>  | randomly generated number and information on how the site was reached (e.g. direct or via a link, organic search or paid search) | 6 months                    |

We also use third party cookies set by our media partners to track where visitors to this website have come from and how they go on to use the site, when they come in from our marketing activity elsewhere online.

We also use cookies to help you retrieve any forms which you've chosen to save and return to later.

### **Log files**

Log files allow us to record visitors' use of the site. These logs are automatically generated from all our visitors, which we use to make improvements to the layout of the site and to the information in it, based on the way that visitors move around it. Log files do not contain any personal information about you, but may include details about the device you used to access the website and non-personal information such as postcodes you enter into forms on this site.

## **12. Complaints and more information**

When we ask you for information, we will keep to the law, including all new legislation coming into force.

If you are not happy with how we are using your personal data, you should first contact [dataprotection@communities.gsi.gov.uk](mailto:dataprotection@communities.gsi.gov.uk).

If you are still not happy, or for independent advice about data protection, privacy and data sharing, you can contact:

The Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow, Cheshire,  
SK9 5AF

Telephone: 0303 123 1113 or 01625 545 745  
<https://ico.org.uk/>.