



Privacy Notice for Lily E-Newsletter Subscription

The Borough Council of King's Lynn and West Norfolk is committed to protecting your privacy and ensuring that personal data is handled in compliance with applicable data protection legislation, including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

This Privacy Notice explains how we collect, use, and safeguard your personal data when you subscribe to our e-newsletter. 'Personal data' means any information from which you can be identified.

What Information We Collect

To subscribe to the Lily e-newsletter, you will be asked to provide the following personal information:

- Your Name
- Your Email Address

How We Use Your Information

The personal information you provide will be used solely for the purpose of sending you the e-newsletter, which includes important updates, news, and community information from the Lily service. This communication will help keep you informed about local services, events, and council initiatives that may be of interest to you.

Your information will not be used for any other purposes, nor will it be shared with any third parties, either internally within the council or externally. Only the Lily team will have access to the data necessary to manage the newsletter and send out updates.

Why We Are Allowed To Use Your Information

We process your personal data based on the following legal grounds under the General Data Protection Regulation (UK GDPR):

- **Article 6(a)** The data subject has given explicit consent to process their personal data for a specific purpose.

By subscribing to the e-newsletter, you are consenting to the collection and use of your personal data as described in this notice. You can withdraw your consent at any time by contacting Data.Protection@west-norfolk.gov.uk

How We Store Your Information

The information you provide will be securely stored in Campaigner, our GDPR-compliant newsletter platform. Campaigner is a trusted service provider with experience working with local authorities and government entities, and all data is hosted securely in the UK. You can find out more information about Campaigner [here](#).



Your Rights

- *Opting Out.* Every edition of the e-newsletter will contain an "unsubscribe" link. Clicking this link will automatically remove your name and email address from the subscriber list, ensuring that you no longer receive any further communications.
- *Data Access and Removal:* You have the right to request access to the personal information we hold about you, and to request that it be updated or deleted. To exercise this right, please contact us at data.protection@west-norfolk.gov.uk.

Data Retention

Your personal data will be retained only for as long as you remain subscribed to the newsletter. Once you unsubscribe, your data will be deleted from the system.

Security

We have implemented appropriate technical and organisational measures to protect your personal data from unauthorised access, loss, or disclosure. This includes information handling policies and procedures, encryption, backups and access controls.

Changes To This Privacy Notice

This Privacy Notice is subject to change, and we will notify subscribers of any material updates. Please check back regularly to stay informed about how we protect your information.

More Information

If you wish to see more information about the way in which the Council uses your data, you can access our [Corporate Privacy Policy](#) and our [Data Protection Policy](#).

If you have any questions about this privacy notice or how we handle your personal data, please refer to our corporate Data Protection Policy at https://www.west-norfolk.gov.uk/info/20006/council_and_democracy/326/data_protection.

You can also contact the Data Protection Officer at:

Email: Data.Protection@west-norfolk.gov.uk

Tel: 01553 616200

Address: Data Protection Officer

Legal Services

Borough Council of King's Lynn & West Norfolk

Kings Court Chapel Street



King's Lynn

Norfolk

PE30 1EX

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO) if you believe that your data has not been handled in compliance with applicable data protection laws. The ICO's contact details can be found on their website at www.ico.org.uk.