

Privacy Statement

Hampshire County Council Trading Standards Service collects information about you in order to provide the residents, and businesses, of Hampshire with a Trading Standards Service. Please see the relevant section of [our website](#) for further information on our Services. All of our enforcement activity is conducted in accordance with [our published enforcement policy](#).

The information that is collected by this Service will originate from many sources including members of the public; businesses; Citizens Advice Consumer Service; other Hampshire County Council departments; other local authorities; central government departments; police; other law enforcement agencies and the Courts.

What is our legal basis for using this information?

The legal basis for our use of this information will be dependant upon the purpose for which it was provided and, could be processed for more than one legal basis. It will also depend upon the category of person about whom it is collected. You should refer to the table below to determine what type of data may be held about you; how we may use it; who we may share it with and how long we will retain it for.

The primary legal basis will be either:

- i) prevention, investigation, detection or prosecution of criminal offences or the execution of criminal penalties, including the safeguarding against and the prevention of threats to public security (hereinafter referred to as “law enforcement purposes”)
- ii) performance of a task carried out in the public interest in the exercise of official authority vested in the County Council,
- iii) processing is necessary for compliance with a legal obligation to which the County Council is subject, or,
- iv) consent for the specific purposes of processing

Category of Person	What personal data might we hold	Legal Basis for Processing Data	Who may we share it with	How long we will retain it for	Can you ask us what information we hold on you?
Consumers	<ul style="list-style-type: none"> Name, date of birth Address, email address, telephone number Financial information Medical information Vehicle registrations 	<ul style="list-style-type: none"> Law enforcement purposes Public Interest task Legal obligation Consent 	<ul style="list-style-type: none"> Other HCC departments Police Courts Other local authorities Charities Financial Institutions 	6 years plus the current year in which data processing is completed	Yes
Victims and Witnesses of Crime	<ul style="list-style-type: none"> As 'consumers' above Previous conviction information 	<ul style="list-style-type: none"> Law enforcement purposes 	<ul style="list-style-type: none"> Other HCC departments Police Barristers Courts Witness Support Service 	6 years plus the current year in which the case in question is concluded	Yes
Businesses	<ul style="list-style-type: none"> Names and position in business Legal status of business Email addresses Vehicle registrations Previous conviction information Financial information 	<ul style="list-style-type: none"> Law enforcement purposes Legal obligation Public interest task 	<ul style="list-style-type: none"> Other HCC departments Police Barristers Courts Witness Support Service Other local authorities Central government departments 	6 years plus the current year in which the data processing is completed	Yes

How will this information be used?

We will use the information for the purpose for which it was provided and this could include:

- To fulfil our statutory duties of inspection, testing and sampling under the many pieces of legislation we enforce (“law enforcement purposes”)
- The investigation of alleged criminal offences contrary to legislation that we enforce (“law enforcement purposes”)
- The investigation of alleged breaches of civil law that we enforce
- Care and conduct of legal proceedings (“law enforcement purposes”)

- To provide advice to business in accordance with our published enforcement policy (“law enforcement purposes”) as a means of enforcing breaches of legislation
- To provide chargeable advice, and assistance to businesses in order to assist them to comply with the legislation that we enforce
- To administer our ‘Buy With Confidence’ trader approval scheme
- To provide safeguarding support to vulnerable adults at risk of financial abuse
- To undertake educational activities such as talks, email bulletins, scam alerts and setting up no cold calling zones.

Privacy Notices

Specific privacy notices are contained within each of the forms that we publish, either on our website or in print, in order to capture personal data. These privacy notices will cover any specific purpose for which the data is collected and used; will identify the individual legal basis for processing the data and will confirm if you are legally obliged to provide the information requested. Where this is consent for the specific purposes of processing, then the specific privacy notices will confirm this and you will be required to confirm that you consent to this processing and, that you are aware of your right to withdraw this consent at any time.

These specific notices will also identify who this information may be shared with and the duration for which this information may be kept.

You have some legal rights in respect of the personal information we collect from you. Please see our website [Data Protection](#) page for further details. Should you wish to do so, you can contact the County Council’s Data Protection Officer at data.protection@hants.gov.uk

If you have a concern about the way we are collecting or using your personal data, you should raise your concern with us in the first instance or directly to the Information Commissioner’s Office at <https://ico.org.uk/concerns/>