

PUBLIC PRIVACY NOTICE

Magenta Living is a Housing Association registered with the Information Commissioners Officer as a Data Controller.

Our registration number is **Z913730**

Address:

Partnership Building
Hamilton Street
Birkenhead
CH41 5AA

Magenta Living is committed to protecting and respecting your privacy. We believe it is extremely important to keep any personal information we have about you secure and confidential.

Legislation applies to Magenta Living's use of anyone's personal information and everyone has rights regarding how their personal information is handled. Magenta Living adheres to the Data Protection Act 2018.

This privacy notice tells you what to expect when Magenta Living collects personal information about you online via the organisation's public website at:

- **www.magentaliving.org.uk**

It applies to information we collect about:

- Visitors to our websites and the use of cookies
- Visitors to our websites and use of transactional elements (e.g. using our online forms for submitting information such as complaints, requests, etc.) and compliance with data protection laws
- Users of the Magenta Living online recruitment tool, Jobtrain

Visitors to our website

When someone visits:

- **www.magentaliving.org.uk**

We collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. We collect this information in a way which does not identify anyone. We do not make any attempt to find out the identities of those visiting.

We will not associate any data gathered from this site with any personally identifying information from any source. If we do want to collect personally identifiable information through our website, we will be up front about this. We will make it clear when we collect personal information and will explain what we intend to do with it.

What personal information about website users does Magenta Living gather?

The information we have about our website users helps us improve our service to you. Here are the types of information we gather:

Information you give us: You have the ability to ‘Report antisocial behaviour’ and ‘Report a Repair’ through the Magenta Living website amongst other general comment/feedback options facilitated by online forms.

The information for both primary areas of the website referred above notifies Magenta Living via email and is passed to and processed by the relevant staff accordingly, whereas we store the ‘Make a Comment or Complaints’ details text submitted in our tenant database only if they are required. This information is not given or sold to any third-party vendor.

Automatic information: Like many websites, we use ‘cookies’, although these cookies store non-personal information about you. See ‘Cookies’ section below for more details.

Does Magenta Living share the information it receives?

Information about our site users is an important part of our business, and we do not sell it to others. We share website user information only within Magenta Living to ensure the relevant people are dealing with specific issue(s) raised.

With your consent, other than as set out above, you will receive notice when information about you might go to third parties, and you will have an opportunity to choose not to share the information.

Web Browsers

Web browsers such as Google Chrome, Internet Explorer and Mozilla Firefox may store information on websites you have visited, files you have downloaded or accessed and login information for services that you use.

Magenta Living do not access any information from your browser relating to any service, website or account other than those managed by Magenta Living. Magenta Living does not access any information in your browser with the exception of cookies and account details for our web pages.

Cookies

What are Cookies



Each time you visit our website, we use cookies (small text files downloaded to your computer) to improve your experience by helping to make the website work more efficiently and provide analytical information to us. This section describes what information they gather, how we use it and why we sometimes need to store these cookies. We also share how you can prevent these cookies from being stored. However, this may affect your experience:

For more general information on cookies, visit cookiesandyou.com.

How we use Cookies

We use cookies for a variety of reasons detailed below. Unfortunately, in most cases there are no industry standard options for disabling cookies without completely disabling the functionality and features they add to this site

Disabling Cookies

You can prevent the setting of cookies by adjusting the settings on your browser (see your browser help for how to do this). Be aware that disabling cookies will affect the functionality of this and many other websites that you visit. It is recommended that you leave on all cookies if you are not sure whether you need them or not in case they are used to provide a service that you use.

The Cookies we Set

If you create an account with us, then we will use cookies for the management of the signup process and general administration. These cookies will usually be deleted when you log out, however in some cases they may remain afterwards to remember your site preferences when logged out.

We use cookies when you are logged in so that we can remember this fact. This prevents you from having to log in every single time you visit a new page. These cookies are typically removed or cleared when you log out to ensure that you can only access restricted features and areas when logged in.

When you submit data through a form such as those found on contact pages or comment forms cookies may be set to remember your user details for future correspondence.

This site uses Google Analytics which is one of the most widespread and trusted analytics solutions on the web for helping us to understand how you use the site and ways that we can improve your experience. These cookies may track things such as how long you spend on the site and the pages that you visit so we can continue to produce engaging content.

For more information on Google Analytics cookies, go to the office Google Analytics page.

Search Engines

Search engines like Google and Bing search the internet for content to improve their accuracy and reduce their search times, this process is called indexing. Aside from the information in the cookies we use no information indexed by search engines.

People who make a complaint to us

When we receive a complaint online from a person we make up a file on an internal database containing the details of the complaint. This normally contains the identity of the complainant and any other individuals involved in the complaint.

We will only use the personal information we collect to process the complaint and to check on the level of service we provide. We do compile and publish statistics showing information like the number of complaints we receive, but not in a form which identifies anyone.

Similarly, where enquiries are submitted to us we will only use the information supplied to us to deal with the enquiry and any subsequent issues and to check on the level of service we provide.

We will keep personal information contained in complaint files in line with our data retention schedule which sets out how long we keep different types of information for. This is available on request by contacting our Data Protection Officer by calling our Contact Centre on 0808 100 9396 or by Emailing at dataprotectionofficer@magentaliving.org.uk.

People who use Magenta Living services

The Magenta Living website offers various services to the public. Details (names, addresses, etc) of our tenants are maintained on a central database and individual requests submitted through the website containing information which require any changes to the database will be dealt with in accordance with Magenta's internal processes, data protection regulations and legislation. This may include complaints, requests to not receive publications, etc.

We have to hold the details of the people who have requested the service in order to provide it. However, we only use these details to provide the service the person has requested and for other closely related purposes. For example, we might use information about people who have requested a publication to carry out a survey to find out if they are happy with the level of service they received. The legal basis for processing this information is that it is necessary in order to perform the services or to take steps necessary to give the service to you.



Magenta Living customers can find out more about how their information is used by reading the Customer Privacy Notice available here:

<https://www.magentaliving.org.uk/customer-privacy-statement>

Job applicants, current and former Magenta Living employees

When individuals apply to work at Magenta Living, we will only use the information supplied to us to process the application and to monitor recruitment statistics. Where we need to disclose information to a third party, for example, to take up a reference or obtain a 'disclosure' from a criminal checking reference provider, we will not do so without informing the individual beforehand unless the disclosure is required by law.

Personal information about unsuccessful candidates will be held for 7 months after the recruitment exercise has been completed. It will then be destroyed or deleted. We retain de-personalised statistical information about applicants to help inform our recruitment activities, but no individuals are identifiable from that data.

Our legal basis for processing this information is that it is required to assess an application and may be required to take steps to enter into a contract of employment.

Once a person has taken up employment with Magenta Living we will provide them with privacy information relating to employees.

Contractors, suppliers, partners and agents

We will collect relevant information from you in accordance with our contracts or information sharing agreements. This may include names and qualification information relating to your staff. The purpose is to enable you to provide services to our tenants on behalf of Magenta Living.

Information will be held centrally by our Procurement Team on our computer system and by the relevant team/department where necessary.

Your rights – Accessing the information we have about you

You have a legal right to access the information we hold on you. This is called a Data Subject Access Request.

We have a Subject Access Request form which will help you to submit your request. To access the form, you can email us at contactus@magentaliving.org.uk, telephone us on 0808 100 9596 or call into the Magenta Living's Birkenhead Office.

By law we have a maximum of one calendar month to deliver the information from the point your completed request (form) has been verified.

Your right to certain information may be restricted. For example, information relating to a third party or information relating to a Police investigation.

You have the right to ask us not to process your personal information. However, we may be unable to provide our services to you if we are unable to record and process certain details.

Your rights – Withdrawal of consent

We make it easy for individuals to withdraw their consent to us processing their personal data and publicise how to do so by:

- Providing a copy of the Request to Withdraw Consent to you at the time consent is given.
- A regular article in Magenta Living's Tenant's Newsletter

Requests to withdraw should be sent to the organisation's Data Protection Officer (DPO) for recording and processing. The DPO will consult with the relevant service, who originally requested consent to establish the implications, and will notify the individual of the outcome. We act on individual requests to withdraw consent as soon as possible

Withdrawing consent does not retrospectively render processing unlawful.

Your rights – Right to rectification

You have the right to rectify inaccurate personal data concerning you. Taking into account the purposes of the processing, you have the right to have incomplete personal data completed by providing a supplementary statement.

Your rights – Right to erasure (right to be forgotten)

You have the right (under certain circumstances, but not all) to oblige us to erase personal data concerning you.

Your rights – Right to restriction of processing

You have the right (under certain circumstances, but not all) to restrict processing of your personal data. For example, you may request this if you are contesting the accuracy of personal data held about you.

Your rights – Right to data portability

You have the right (under certain circumstances, but not all) to be provided with the personal data about you in a structured, commonly used and machine-readable format. You also have the right to ask for it to be transmitted to another controller.

Your rights – Right to object to direct marketing

Where your personal data is processed for direct marketing purposes, you have the right to object at any time to processing of your personal data for marketing, which includes profiling to the extent that it is related to such direct marketing.

Your rights – Right in relation to automated decision making and profiling

Magenta Living does not perform any automated decision-making based on personal data that produces legal effects or similarly significantly affects you.

To action any of your rights please contact us on the contact details below.

For more information about any of your rights, please visit:

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

Disclosure of personal information

In most circumstances we will not disclose personal data without consent. However, when we investigate a complaint, for example, we may need to share personal information with the organisation concerned and with other relevant bodies.

Links to other websites external to Magenta Living.

This privacy notice does not cover links within other organisations websites. We encourage you to read the privacy notices on the other websites you visit.

Changes to this privacy notice

We keep our privacy notice under regular review. We will update it if we undertake any new or amended online processing. This privacy notice was last updated on 10th June 2019.

How to contact us

Requests for information about our privacy policy can be made to our Contact Centre on 0808 100 9596, Emailed to the Data Protection Officer via the email dataprotectionofficer@magentaliving.org.uk or in writing to:

Data Protection Officer
Magenta Living
Partnership Building
Hamilton Street
Birkenhead
Wirral CH41 5AA

Complaints or queries

Magenta Living tries to meet the highest standards when collecting and using personal information. We take any complaints we receive seriously. We encourage people to bring it to our attention if they think that our collection or use of information is unfair, misleading, inaccurate or inappropriate.

We do compile and publish statistics showing information, like the number of complaints we receive, but not in a form that identifies anyone.

If you remain unhappy with our response you have the right to complain to the Information Commissioner's Office:-

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

Telephone : 0303 123 1113
Email : casework@ico.org.uk

