



Public Privacy Notice

Magenta Living is a Housing Association registered with the Information Commissioner's Office (ICO) as a Data Controller. This means we are responsible for deciding how your personal information is collected, used, and protected.

Our ICO registration number is Z9137302.

We are committed to protecting and respecting your privacy. Any personal information we hold about you is kept safe, secure, and confidential, and is used only in accordance with UK data protection laws. These include the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, the Data (Use and Access) Act 2025 (DUAA), and the Privacy and Electronic Communications Regulations (PECR).

This privacy notice tells you what to expect when Magenta Living collects personal information about you online or via the telephone.

Our Contact Details for Data Protection

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

Tel: 0808 100 9596

Email: dataprotectionofficer@magentaliving.org.uk

How do we collect your data?

- We collect and process data when you:
- Visit our websites, including when cookies are used
- Use features on our websites, such as completing online forms or submitting enquiries, complaints, or requests
- Apply for a role with us using our online recruitment system (Jobtrain)
- Take part in our charitable activities, promotions, gifts, or competitions
- Are involved in or report an accident or incident

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 personal information from another source. If we do want to collect personal 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.

Complaints: This normally contains the identity of the complainant and any other individuals involved in the complaint and we will use the information to investigate and respond to the complaint in line with our legal and/or contractual obligations.

Account management: We will use the information provided to assist you in the management and administration of your property and any services you receive from us.

Surveys and Competitions: Site users may choose to provide their personal data to take part in surveys or competitions run by Magenta Living. Information provided will only be used to administer the activity, and you will be provided with more information about the use of any data before you take part. We may anonymise data from surveys and competitions for analysis and reporting purposes, but you will not be identifiable from such data.

Employment applications: Site users may provide their personal information for the purpose of applying for employment within Magenta Living. Information provided will only be used to administer the application.

What Data do we collect and how will we use it?

If you request a service from Magenta Living, we may retain your information to deliver that service effectively. We also use information about our website users to improve our services. Below are the types of information we collect: Information you give us:

You can report antisocial behaviour or request a repair via the Magenta Living website, along with other general feedback options through online forms.

Reports of antisocial behaviour and repairs are sent to Magenta Living by email and handled by the relevant staff. Comments or complaints are only stored in the tenant database if necessary.

Cookies: Like most websites, we use cookies to make sure our website works properly and to help improve your experience. Cookies are small text files that are added to your device when you visit our site.

You can find out more about the cookies we use, and how to manage your preferences, in our **Cookie Policy**, which is available on our website.

People who make a complaint to us

When a complaint is submitted online, we create a record on our internal database including the complainant's details and any others involved.

We only use this information to process the complaint and monitor service quality. We may publish complaint statistics, but these will not identify individuals.

Similarly, for enquiries, we use the information provided to respond and address any follow-up issues, as well as to monitor our service. We have a legitimate

interest to investigate, respond to and manage any complaints we have received.

People who use Magenta Living services

If you request a service from Magenta Living, it is necessary for us to retain certain information about you. This enables us to deliver the service you have requested effectively and efficiently. Magenta Living customers can find out more about how their information is used by reading the Customer Privacy Notice available here: [Privacy | Magenta Living-](#)

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, we will not do so without informing the individual beforehand unless the disclosure is required by law.

We keep personal information about unsuccessful candidates for 7 months after the recruitment process ends, then securely delete it. We may retain anonymised data for recruitment analysis, but individuals cannot be identified.

Our legal basis for processing this information is to assess an application and where relevant, take steps towards an employment contract.

Once a person has taken employment with Magenta Living, we will provide them with a copy of our Employee Privacy Notice.

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.

Where necessary, we will obtain your explicit consent to share your personal data with third parties. However, there may be some instances where we have a legal or contractual obligation to share, and we will ensure this is done so both proportionally and securely.

We do not give anyone else access to your information in return for payment for their marketing or commercial purposes.

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

We only access limited information where needed to operate our own websites and online services. This may include cookies and account details related to Magenta Living services. We only use this information where necessary to provide our services.

How do we store your Data?

We will keep your data in line with our data retention schedule which sets out how long we keep different types of information for. All personal information is stored in the UK and does not leave the UK.

The Data Retention Schedule is available on request by contacting our Data Protection Officer. (Please see 'Contact us section')

What are your data protection rights?

You have several rights under data protection law that help you stay in control of your personal information, and we want to make sure you are fully aware of these rights. These rights apply in different circumstances, and some may be limited where the law requires us to keep or protect certain information.

If you would like to exercise any of them or need further information, please contact us by email at contactus@magentaliving.org.uk or using the details provided in the *How to contact us* section. Further details are set out below:

1. The right to access your information

You have the right to request a copy of the personal information we hold about you. This is known as a *Data Subject Access Request* and helps you understand what information we hold and how we use it. This right may be restricted in certain situations, for example where the information relates to another individual or an ongoing police investigation.

2. The right to withdraw consent

Where we rely on your consent to use your personal information, you have the right to withdraw that consent at any time, this right is absolute where consent is the chosen lawful basis. Withdrawing consent does not make any previous use of your information unlawful. Requests should be made to our Data Protection Officer (DPO), who will review the request and confirm what will happen next.

3. The right to correct inaccurate information

You have the right to ask us to correct or update any personal information we hold about you if it is inaccurate or incomplete. We will make these changes as soon as possible once we receive the correct information.

4. The right to have your information erased

In certain circumstances, you can request that we delete personal information we hold about you. This right does not apply where we are required by law to keep the information, such as for legal, regulatory, or tenancy management purposes.

5. The right to restrict how your information is used

In some situations, you have the right to ask us to restrict the use of your personal information. This means we will store the information but temporarily stop using it, for example while accuracy is checked or a concern is being reviewed.

6. The right to data portability

Where applicable, you can ask us to provide the personal information you gave us in a clear, easy-to-use electronic format. You may also ask us to send it to another organisation of your choice. This right applies only to information processed by consent or as part of a contract.

7. The right to object to direct marketing

You have the right to object at any time to the use of your personal information for direct marketing purposes, including any profiling linked to marketing. If you do so, we will stop immediately.

8. Rights relating to automated decision-making and profiling

Magenta Living does not make decisions about you based solely on automated processing that produce legal or similarly significant effects. Important decisions about your tenancy or services are not made by computers alone.

For more information about any of your rights, or to exercise them, please contact us using the details in the *How to contact us* section or speak to our Data Protection Officer. You can also find guidance on data protection rights on the Information Commissioner's Office (ICO) website.

Links to other websites external to Magenta Living.

Our website contains links to other organisations. Our privacy notice applies only to our website; therefore, 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. This privacy notice was last updated April 2024.

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 by calling into the Magenta Living's Birkenhead Office or in writing to:

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

Your Right to Complain.

You have the right to complain about how your personal data is being used by Magenta Living or any of the companies processing your data on its behalf. We take any concerns about the collection and use of personal information seriously. If you believe our use of information is unfair, misleading, or inappropriate, we encourage you to raise this with us. Examples of circumstances in which you may complain include, but are not limited to, if you:

- are unhappy with our response to a subject access request (SAR), or other rights request you may have submitted;
- have been impacted by a suspected data breach; or
- are unhappy about the way we've used your personal information (eg where we've stored it, how long we've kept it for, or its accuracy).

How to Make a Complaint

You can make a data protection complaint using the details provided in our 'Contact Us' section. We will investigate all complaints, acknowledge them within 30 days, and respond without undue delay.

If you are unhappy with how your personal data has been used, you can complain via:

- Our online feedback form [Feedback - comment, compliment or complain about the services we provide | Magenta Living](#)
- Phone: 0808 100 9596
- Email: yourvoice@magentaliving.org.uk
- Post: Partnership Building, 45 Hamilton Street, Birkenhead, CH41 5AA
- In person at our Customer Hub
- We will investigate your complaint, update you and provide a clear written response

You also have the right to make a complaint to the Information Commissioner's Office (ICO). You can use the contact details below.

ICO
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Tel: 0303 123 1113

Email: casework@ico.org.uk

Website: www.ico.org.uk