

## Public Privacy Notice

Magenta Living is a Housing Association registered with the Information Commissioners Officer as a Data Controller. Our registration number is **Z9137302**

### 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 all data protection laws within the United Kingdom. These include the Data Protection Act 2018 the UK General Data Protection Regulation (UK GDPR) and Privacy and Electronic Communications Regulation (PECR).

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

### How do we collect your data?

We collect and process data when you:

- Visit our websites and the use of cookies
- Visit 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
- Use the Magenta Living online recruitment tool, Jobtrain
- Telephone calls into Magenta Living Contact Centre's
- Enter Charitable activities, Gifts and Competitions
- Accidents and Incidents

### Visitors to our website

When someone visits: [www.magentaliving.org.uk](http://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.

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

If you request a service from Magenta Living, it is pertinent that the information is retained so that we can provide you a service that you require.

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' text submitted in our tenant database only if they are required.

**Automatic information:** Like many websites, we use 'cookies', although these cookies store non-personal information about you. Please visit our separate cookie notice, available on our website, for further information.

### **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 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 pertinent that the information is retained so that we can provide you a service that you require.

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.

Personal information about unsuccessful candidates will be held for 7 months after the recruitment exercise has been completed. It will then be deleted securely. 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 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. Magenta Living does not access any information in your browser with the exception of cookies and account details for our web pages. **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?**

We would like to make sure you are fully aware of all your data protection rights. To assist action any of your rights, we have a Subject Access Request form which will help you to submit your request. Please contact us on the contact details below in the 'how to contact us' section.

### **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. Your right to certain information may be restricted.

For example, information relating to a third party or information relating to a Police investigation.

We have a Subject Access Request form which will help you to submit your request. Please contact us to request a copy of the form, via email to [contactus@magentaliving.org.uk](mailto:contactus@magentaliving.org.uk) or by using the details in the 'how to contact us' section.

### **Your rights – Withdrawal of consent**

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.

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.
- 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. Please see section 'How to contact us' for contact details.

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, to the DPO at Magenta Living.

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

You have the right (under certain circumstances) to request that we erase your personal data.

### **Your rights – Right to restriction of processing**

You have the right (under certain circumstances, but not all) to restrict processing of your personal data.

### **Your rights – Right to data portability**

You have the right to request (under certain circumstances) for your personal data to be transmitted to another controller, or directly to yourself in a structured, commonly used and machine-readable format.

### **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.

For more information about any of your rights, please visit: [For the public | ICO](#)

## **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](mailto: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

## **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.

You can make a complaint to us by completing our complaints online form, available here: <https://www.magentaliving.org.uk/feedback>

Or through our other contact options, email: [contactus@magentaliving.org.uk](mailto:contactus@magentaliving.org.uk), via our contact centre on 0808 100 9596, live chat (via our website), via twitter or Facebook, or by using a general enquiry form. - please see link for our listed contact us details <https://www.magentaliving.org.uk/contact-us>

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](mailto:casework@ico.org.uk)