

## Privacy Notice

### Overview

This privacy notice covers organisations that want to join the East Sussex Social Value Marketplace (SV Marketplace) and the individuals nominated by organisations to act on its behalf.

The SV Marketplace is a tool that has been developed for organisations, for the purpose of promoting:

- a) The sharing of resources for the benefit of local communities in East Sussex
- b) Partnership working and collaboration across the public, private and social sector in East Sussex
- c) The delivery of additional value from public sector spend in East Sussex

All data collated from users will be used and shared to improve the social, economic and environmental wellbeing of the county. The personal information we collate on users is limited to information we consider essential to the efficient operations of the SV Marketplace. Organisations that choose to use the SV Marketplace must ensure the individuals they nominate to represent them on the SV Marketplace are willing for the information they provide to be shared publicly.

If you choose to register to use the SV Marketplace you will be required to tick a box confirming you agree with our Terms & Conditions and Privacy Notice. By doing this you are providing your explicit consent to the Terms & Conditions and Privacy Notice. If you are unwilling to provide your explicit consent you should not tick the box and should not use this site.

Before using the site you must ensure that you have explicit consent

- a) From the owner of the material to upload the material (material that includes personally identifiable information); and
- b) From the owner of the material to share uploaded material with third parties

East Sussex County Council manages the administration of the SV Marketplace on behalf of the county and takes data protection seriously. Please be assured that your information will be used appropriately in line with data protection legislation, will be stored securely and will not be processed unless the requirements for fair and lawful processing can be met.

If you require any further information please contact [Social.Value@EastSussex.gov.uk](mailto:Social.Value@EastSussex.gov.uk)

### 1. What information is being used?

- a) When you sign up to the SV Marketplace we require the following:
  - Organisation Name
  - First name and surname of the individual nominated to represent the organisation
  - Organisation email address or email of individual nominated to represent the organisation
  - The creation of a password to access your account

Note: Only one profile can be set up for an organisation, however there can be multiple user accounts attached to the organisation profile. The user that sets up the account is regarded as the primary user. If an organisation has multiple individuals representing them, these individuals will be registered as secondary users. When an organisations profile is live on the SV Marketplace, secondary users will only be required to complete the above in order to request and/or offer support.

- b) When your request to join the SV Marketplace has been approved the following key information is required to complete your registration process:
- Organisation sector
  - Organisation type
  - Organisation size
  - Organisation registration number (if applicable)
  - Organisation address
- c) To help you maximise the opportunity to promote your organisation on the SV Marketplace you can provide the following general information which is optional:
- Organisation logo and header image
  - Bio of your organisation (max 300 characters)
  - Organisation website address
  - Organisation phone number
- d) When you add a post to the SV Marketplace to request or offer support we require the following information:
- Confirmation you have read and understood the SV Marketplace guidance documents
  - Selection between offer or request
  - Title of post
  - Location of offer or request
  - Confirmation you have explicit permission to use pictures and/or videos (if any)
  - Description of offer or request
  - Tags added to post (if any)
  - Crowdfunding URL (if any)
  - Expiry date of offer or request
  - Type of offer or request
- e) When a post is edited, in addition to the above information we also require information on the fulfilment level of the offer or request and any notices. If you have used images / videos in your post you can use the edit post function to remove these images / videos if you no longer have explicit consent to use them
- f) Providing feedback is a mandatory requirement for all users and posts. We require information on:
- Your experience in working with the organisation you provided support to or received support from
  - Confirmation you have explicit permission to use pictures and/or videos (if any)
  - Confirmation of consent to use the feedback for the purpose of promoting social value
- g) When you select the frequency and method for receiving alerts from the SV Marketplace. We require information on:
- How you would like to receive alerts? If you choose to receive alerts via SMS you will be required to provide a contact number for the alerts. This information is required in the account details section
  - What you would like to know about?
  - When you would like to see alerts?
- h) Use of Media
- The use of pictures and/or links to videos is not a mandatory requirement for using the SV Marketplace. If you choose to upload pictures and/or videos you must:
- Ensure you have explicit consent from the person/persons in the picture/video

- Ensure you maintain consent from the person / persons in the picture / video for the duration of the term you use the picture and/or video
- If you upload pictures and/or videos as part of feedback then you must ensure you have permissions for the duration of the copyright.
- If you are unable to confirm and maintain consent for the pictures and/or videos you use then you are advised not to use this functionality of the SV Marketplace.
- If you have obtained initial consent but have been unable to maintain consent for the use of pictures and/or videos then you must remove these from your account immediately. You can use the edit function in your account to remove pictures/videos at any time. You must also notify the administrator immediately by emailing [Social.Value@EastSussex.gov.uk](mailto:Social.Value@EastSussex.gov.uk).
- Failure to comply with the required process for using pictures and/or videos will result in your organisation being removed from the SV Marketplace.

## 2. How your information will be used?

The information you provide on the SV Marketplace will be shared with the public and registered users to help you promote your organisation and its request for support and/or your offer of support to other organisations.

- a) At sign up: information will be used to identify your organisation for registration purposes
- b) Your Organisation profile: information will be visible to the public so they can learn more about your organisation
- c) Your User profile: information provided may be used by the SV Administrator to contact you in relation to the offers / requests posted
- d) On offers and/or requests:
  - Information will be visible to the public (media, title, description, organisation name, timeframe of post, level of fulfilment, location and type of offer/request) so they can learn more about the offer and/or request.
  - Information will be visible to all registered users (all information added to organisations profile and posts) so they can learn more about the offer and/or request
- e) Feedback:
  - Feedback you provide will be shared with the organisation the feedback relates to and the SV Marketplace administrator
  - Feedback you receive will be shared with the SV Marketplace administrator
  - Feedback you have received and given will be shared with internal and external partners for the purpose of promoting social value and the organisations that deliver benefits to communities in East Sussex.
  - Feedback you provide and receive may be used for research, training, case studies, reporting and other activities for the purpose of improving social value.
  - In situations where negative feedback is given / received the SV Marketplace administrator may contact you to investigate further
  - You may also contact the SV Marketplace administrator by emailing [Social.Value@EastSussex.gov.uk](mailto:Social.Value@EastSussex.gov.uk) if you receive inappropriate feedback and would like the SV Marketplace administrator to investigate further
- f) The data is stored on the system hosted on Memset servers. Memset ensure the data centre (which is based in East Sussex) is secure and hold ISO27001 and many other accreditations to do with security and compliance - <https://www.memset.com/about/security-and-compliance/>
- g) We aim to maintain high standards, adopt best practice for our record keeping and regularly check and report on how we are doing (please see section on sharing your information).

- h) Your information is never sold for direct marketing purposes.
- i) Our staff are trained to handle your information correctly and protect your confidentiality and privacy.
- j) Your information is not processed outside of the European Economic Area.

### **3. What is the legal basis for processing the information?**

When you join the SV Marketplace we ask you to confirm that you have read the Terms & Conditions of use and Privacy terms by ticking a box. This includes your consent to your information being processed as set out in this privacy notice.

### **4. How long will your information be kept for?**

We will keep your information for as long as you are a member of the SV Marketplace. You can leave the SV Marketplace at any time.

- a) If you are the primary user (i.e. have control over the organisations account) you can:
  - Transfer ownership to another user
  - Request the administrator to delete the organisations account by using the delete button in your account profile. The SV Marketplace inbox is monitored from Monday – Friday 9:30am – 4:30 pm excluding weekends and Bank holidays. Please ensure you allow a minimum of 72 hours for your request to be processed.
- b) If you are a secondary user (i.e. do not have control over the organisations account) you can delete your account at any time using the delete button in your account profile.
- c) You are required to ensure your information is up to date at all times and you can do this in your account profile.
- d) If we are no longer able to contact you or your organisation using the email and phone number you have given us, we will remove you and your organisation from the SV Marketplace after a reasonable period of time.
- e) Working in Partnership across the public private and social sector is central to operation of the SV Marketplace. If you have provided feedback and you choose to delete your account you will appear as “deleted organisation” and the primary user will appear as deleted user in any reports printed after your request for deletion has been actioned by the SV Marketplace administrator
- f) The backup procedure runs nightly and is divided into two sections, file backup and database backup.
  - File backup has a cycle of 1 week, this will allow ESCC to restore 7 days in the past, so a file deleted from the server is permanently deleted after 7 days
  - Database backup has the same 1 year cycle, with additional backup snapshots taken monthly on the first day

### **5. Sharing your information**

By joining the SV Marketplace you are agreeing that the information you provide will be shared with the public, registered users and administrator as outlined in these privacy terms.

- a) For the purpose of improving the delivery of social value all information that you have previously published on the SV Marketplace and is already in the public domain will be reportable and shared:
- Internally (within East Sussex County Council) so we can promote a council wide approach to improving our local communities
  - Externally with:
    - Members of the East Sussex Social Value Working Group & Social Value Board. The Social Value Working Group and Social Value Board will have representatives from the public, private and social sector across the county of East Sussex including but not limited to East Sussex County Council, District & Borough Councils in East Sussex, Clinical Commissioning Groups in East Sussex, East Sussex County Councils suppliers delivering the Generic Infrastructure contract. Suppliers to the aforementioned groups may also be engaged as part of market testing relating to improvement initiatives for the SV Marketplace. Information will be shared with these groups to enable collaborative working so we can improve our local communities
    - Residents of East Sussex so we can seek feedback on the impact of our efforts and evidence how the public, private and social sectors are working together to improve our local communities
    - Organisations such as Central Government, Local Government and those interested in purchasing the Social Value Marketplace so we can evidence how the public, private and social sectors in East Sussex are working together to deliver the Civil Society Strategy.
- b) Any sharing of personal data is always done:
- using the minimum personal data necessary
  - with the appropriate security controls in place
  - in line with legislation.
- c) The Data we will share on the posts includes information that has been previously published by your organisation and is already in the public domain i.e.:
- Post title
  - Type
  - Fulfilment level
  - Description of post
  - Tags
  - Crowdfunding link
  - Date the post was created
  - Expiry date of post
  - Name & Surname of individual that published the post
  - Name of Organisation
  - Organisation sector and type
  - Status of the post
  - Reasons for post being rejected by the administrator (if any)

The Data we will share on the feedback includes information on

- c)  Post title

- Name of organisation
  - Rating and description of feedback given
  - Rating and description of feedback received
- e) We may share this information with other bodies that inspect and manage public funds.
- f) We may share this information externally to:
- Report on the counties contribution to the Civil Society Strategy  
<https://www.gov.uk/government/publications/civil-society-strategy-building-a-future-thatworks-for-everyone>
  - Promote social value
  - Raise awareness and for training/ learning purposes
  - Develop case studies

When information is used for these purposes we will not publish personal information about users. The information we publish will be refer to organisations.

- g) We may be required to share information under the Freedom of Information Act

## **6. Your Rights**

Under data protection legislation, you have the right:

- to be informed why, where and how we use your information
- to ask for access to your information
- to ask for your information to be corrected if it is inaccurate or incomplete
- to ask for your information to be deleted or removed where there is no need for us to continue processing it
- to ask us to restrict the use of your information
- to ask us to copy or transfer your information from one IT system to another in a safe and secure way, without impacting the quality of the information
- to object to how your information is used
- to challenge any decisions made without human intervention (automated decision making)

## **7. How to find out more or complain**

- a) Should you have any further queries on the uses of your information you can
- Contact the SV Marketplace Administrator by emailing [Social.Value@EastSussex.gov.uk](mailto:Social.Value@EastSussex.gov.uk)
  - Use the Contact Us form in the help section
- b) If an organisation has:
- Used a picture and/or video without your consent
  - Published information on the SV Marketplace that is incorrect or misleading
  - Used the SV Marketplace in any way that breaches the Terms & Conditions of use and/or Privacy Notice

you should notify the SV Marketplace administrator immediately.

You can inform the SV Marketplace administrator by

- emailing [Social.Value@EastSussex.gov.uk](mailto:Social.Value@EastSussex.gov.uk)
- using the Report this Organisation functionality on the organisation's profile
- use the Report this Post functionality on the offers/requests page



If you would like further information on the East Sussex County Council privacy notice, please see information on [privacy](#)