

## **Privacy Notice – First Homes and Discounted Market Homes**

This Privacy Notice explains how we use any personal information provided to Planning department in respect of the 'First Homes' and Discounted Market Homes scheme.

### **What data do we collect?**

- name
- address
- e-mail
- tenure of current home
- household income
- local connections to Sefton
- number of people expected to live in new household
- whether you are a first-time buyer

### **Why do we collect it?**

In order to determine whether you meet the eligibility criteria for one of the 'First Homes' or Discounted Market Homes provided in Sefton.

### **Sources of data**

All data will be provided by the applicant for eligibility

### **How do we use data?**

The application will be initially made through the housebuilder who will check all information and determine if eligibility criteria are met. The form (but not the evidence) will be sent to the Council for confirmation. The Council will only request data if there are any issues with the application.

### **Basis for collecting, processing and sharing personal data**

Article 6(1)(e) of the UK GDPR gives the Council a lawful basis for collecting and using personal data in order to perform a task in the public interest or for our official functions, and the task or function has a clear basis in law.

'First Homes' are discounted homes are a specific kind of discounted market sale housing for first time buyers who meet certain eligibility criteria. The discount, eligibility criteria and terms of use are secured by a section 106 agreement under the Town and Country Planning Act 1990.

Article 6(3) of the GDPR: the basis for the processing is laid down in law. The Council relies on its powers under Town and Country Planning Act 1990 in order to process your personal data.

Section 8(c) of the Data Protection Act 2018: personal data that is necessary for the performance of a task carried out in the public interest or in the exercise of the controller's official authority includes processing of personal data that is necessary for (c) the exercise of a function conferred on a person by an enactment or rule of law

## How do we keep data secure and who do we share it with?

Information will be kept safe, secure and confidential and handled with care in accordance with the law. We may share your information with the following organisations:

- your nominated Mortgage/Home purchase plan provider

## Retention – How long do we keep your information?

We will keep your information for the duration of our work with you and up to 1 year following completion of our work.

## Where can I find further information?

Sefton Council is registered as a Data Controller with the Information Commissioner's Office (Registration number- Z6451588). Further details can be found via the Information Commissioner's Office website <https://ico.org.uk>.

## Your data rights

### Right to be informed

This Privacy notice is a way of informing you of how your personal data is used under data protection legislation.

### Data subject rights

You have the right to:

- access your personal data (via a subject access request)
- object to processing of personal data that is likely to cause, or is causing, damage or distress
- prevent processing for the purpose of direct marketing
- object to decisions being taken by automated means
- in certain circumstances, have inaccurate personal data rectified, blocked, erased or destroyed and
- right to data portability in certain circumstances
- The right to lodge a complaint with the supervisory authority (the Information Commissioner's Office)

## Further information

If you would like further information about this privacy notice, please contact the Planning Department at the following address: [planning.department@sefton.gov.uk](mailto:planning.department@sefton.gov.uk) or call us on 0151 934 3556.

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. If we have been unable to help with your enquiry or you are unhappy about the way we have handled your personal data, you can contact the Information Commissioner at <https://ico.org.uk/concerns/> who regulates data handling and can provide more information on the rights available to you.

Sefton's Data Protection Officer can be contacted at:

Telephone: 0345 140 0845

E-mail [ino.information@sefton.gov.uk](mailto:ino.information@sefton.gov.uk)

### **Your right to make a complaint**

Details about how you can make a complaint can be accessed via the website at the following link:

[Compliments, Comments, Complaints and Whistleblowing Policy \(sefton.gov.uk\)](#)