

## **WEBSITE PRIVACY POLICY**

1. This policy sets out what you can expect from us regarding your privacy whilst using this website. References to 'we'/'our'/'us' mean Malvern Town Council.
2. Malvern Town Council respects your privacy. We do not intend to identify you through your use of this website.
3. Any information that you may specifically provide to us, or information that is gathered automatically via cookies (see below) or traffic logs (see below), helps us to monitor our services and provide you with the services you are entitled to as a local resident or visitor to our website.
4. Malvern Town Council may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from 1 April 2015.
5. Under the Data Protection Act we have a legal duty to protect any personal information that you may provide to us. The only way you can provide us with personal information on this website is by filling in the contact forms under the 'Contact us' function. We do not pass on your details to any third party unless you give us permission to do so or the law requires it. The only personal information we shall request through this website is your name and email address to ensure you are contacting us for a genuine reason.

### **Our Commitment to Privacy**

#### **Anonymity**

6. Your visit to our site is anonymous (no personal information about you is recorded or gathered) unless you fill in a form to notify us of a query or issue with Town Council services or assets, or with this website, or you ask to be included on our email notifications list.
7. If you have specifically provided us with your email, postal address or telephone number we will only process your contact information for purposes connected with your initial enquiry. Once you have submitted a contact form we may need to get in touch for administrative or verification purposes. See 'Your Rights' below.

#### **Cookies**

8. A cookie is a simple text file that is stored on your computer or mobile device by a website's server and only that server will be able to retrieve or read the contents of that cookie. Each cookie is unique to your web browser. It will contain some anonymous information such as a unique identifier and the site name and some digits and numbers.
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9. We use cookies to track visits to our website and to allow easy social media connections to improve our service. Cookies do lots of different jobs, like letting you navigate between pages efficiently, storing your preferences and generally improving your experience of a website. Cookies make the interaction between you and the website faster and easier. If a website does not use cookies, it will think you are a new visitor every time you move to a new page on the site and slow down your experience.

#### How to Disable Cookies

10. Most internet browsers are automatically set up to accept cookies, but you can set your browser to refuse a cookie or ask your browser to show you where a cookie has been set up. Certain services are only activated by the presence of a cookie and, if you choose to refuse cookies, particular features of the website or services may not be available to you.
11. Find out how to disable/enable cookies by visiting [www.aboutcookies.org.uk](http://www.aboutcookies.org.uk) which contains information on how this is done on a wide variety of web browsers.
12. More information about cookies can also be found by following the relevant link on the Information Commission website at [www.ico.org.uk](http://www.ico.org.uk)

#### Traffic Logs

13. We may use a third-party service, such as Google Analytics, to 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. This information is only processed in a way which does not identify anyone. We do not make, and do not allow the third-party service to make, any attempt to find out the identities of those visiting our website. If we do want to collect personally identifiable information through our website, we will be clear about this. We will make it clear when we collect personal information and will explain what we intend to do with it.

#### Links

14. Our website contains links to other sites. We are not responsible for the privacy practices within any of these other sites. We encourage you to be aware of this when you leave our site and to read the privacy statements on other websites you visit which collect personally identifiable information. This privacy statement applies solely to the Malvern Town Council website.

#### Your Rights - The Data Protection Act

15. Under the Data Protection Act we have a legal duty to protect any personal information we collect from you. We do not pass on your details to any third party unless you give us permission to do so or the law requires/permits it. We are committed to respecting your
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privacy. We have structured our website so that, in general, you can visit it without identifying yourself or revealing any personal information.

16. If you choose to provide us with any information by which you can be identified, then it will only be used for the purpose for which it was originally collected or compatible purposes. Please be advised that any information, unless stated otherwise, will be sent to us via the open internet and is therefore not secure during transmission to us. This is because your information may pass from your contact pc to an internet service provider and then via other providers to us, much in the same way as most email correspondence.
17. The Data Protection Act provides you with rights in relation to the personal data we may hold about you. Information about your rights can be obtained from Information Commission

#### Changes to Policy

18. If we decide to change our privacy policy, we will post details of any changes in this section on this website. This will help ensure that you are always aware of what information we collect, how we use it, and under what circumstances, if any, we share it with other parties. If you have any concerns, questions or comments please email the council.
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