

## **HOUNSLOW INNOVATE AND GROW PROGRAMME PRIVACY NOTICE**

The London Borough of Hounslow is committed to protecting and respecting your privacy. Through this Privacy Notice we have sought to be as transparent as possible and fully explain how your personal data is held and processed.

This Privacy Notice applies to services provided by an external agency who you have opted to work with for a specific product within the Innovate and Grow programme, in conjunction with the London Borough of Hounslow Innovate and Grow programme and informs you what the Borough of Hounslow will do with your personal information. The council and the external agency your business is working with are acting as Joint Data controllers under the meaning of the Data Protection Act 2018.

If you have any questions about this privacy notice or any concerns about how we process your data, please contact [iain.shiels@hounslow.gov.uk](mailto:iain.shiels@hounslow.gov.uk). The privacy notice will continue to be monitored and updated. You are advised to check this page from time to time.

### **What type of information we have?**

To register your interest for the Innovate and Grow programme you will need to provide business details as well as financial information should you be applying for grant funding. Your eligibility for the scheme depends on the detail provided at the time of submitting your interest. These may include:

Details about your company including:

- Company name,
- Company address,
- Name of Managing Director/CEO,
- Business phone number,
- Website,
- Business sector and status,
- Type of organisation,
- Number of employees,
- Annual turnover,
- Business insurance details, and Business ownership details.

We may also request information on your:

- Business objectives,
- Strengths/weaknesses
- Perceived opportunities/threats,
- Your understanding of market size, strategy for growth, future plans, etc.

### **How do we get your information?**

All information is voluntarily submitted by your business in signing up for the Innovate and Grow programme which is collected by an external agency who operate this scheme on behalf of the London Borough of Hounslow. When applying to work with this agency you do so with this understanding.

The external agency or Hounslow may be required to check Companies House Businesses information to verify that your business qualifies to be a part of the Innovate and Grow programme.

If it is not disproportionate or prejudicial, we'll contact you to let you know we are processing your personal information.

### **Our Lawful basis for processing your information**

The lawful basis we rely on for processing this information is Consent.

If you are unsuccessful you can withdraw consent for use of your data at any time by contacting and your data will be securely destroyed. However, if you are successful in working with London Borough of Hounslow, we will retain your data as detailed within this privacy notice.

### **Why we need your information (purposes of processing)**

Your data will be collected by the external agency you have applied to work with and shared with the London Borough of Hounslow.

The personal data we collect will be used for the following purposes:

- To ensure you are eligible for participating in the Innovate and Grow programme,
- To monitor the progress of the scheme,
- To evaluate the successes of this initiative,
- Improve understanding of the needs and nature of Hounslow businesses,
- Facilitate ease of operating similar projects,
- Gauge progress and success of the Innovate and Grow programme,
- Improve long-term relationship between retailers and the council,
- Offer marketing opportunities,
- Support regeneration of Hounslow businesses as we emerge from Covid-19.

### **Who your information may be shared with (internally and externally)?**

For the purposes of the Innovate and Grow programme, only the external agency employed to conduct this programme and the London Borough of Hounslow will have access to your data. It will not be shared with any other parties.

Hounslow have taken steps to ensure that the external agency have sufficient systems and procedures in place to prevent the loss or damage of your data. We will strive to ensure that any personal data in our care will be kept safe.

### **How long we keep your information**

Once the Innovate and Grow programme ends the external agency will destroy all personal data they are holding on your business. It is however the intention of the Borough of Hounslow to retain your data on file up to a maximum period of six months. The reasons for this are:

- To transform all personal information into aggregate data

The aggregate data will then be used to:

- Inform us of the scheme's successes
- To help plan for future initiatives
- To report statistics to central government

If you would prefer that data collected when registering for this programme is deleted once the programme ends, you can email [curevenues@hounslow.gov.uk](mailto:curevenues@hounslow.gov.uk). It will then be securely deleted.

### **Your data protection rights**

The rights available to you depend on our reason for processing your information. For further information about your data protection rights and how to make a request, please see [‘Your rights’](#)

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

The Council tries to meet the highest standards when collecting and using personal information. For this reason, we take any complaints we receive about this very seriously. We encourage people to bring it to our attention if they think that our collection or use of information is unfair, misleading, or inappropriate.

If you want to make a complaint you can contact us on:

Complaints Team  
London Borough of Hounslow  
Hounslow House,  
7 Bath Road,  
TW3 3EB

### **Data Protection Officer**

The Council’s Data Protection Officer can be contacted on:

[InformationGovernance@hounslow.gov.uk](mailto:InformationGovernance@hounslow.gov.uk)

Information Governance Team  
London Borough of Hounslow  
Hounslow House,  
7 Bath Road,  
TW3 3EB

### **Information Commissioner’s Office**

The Information Commissioner is the UK's independent body set up to uphold information rights.

If you would like to know more about your rights under the Data Protection law, and what you should expect, visit the Information Commissioner’s website: <https://ico.org.uk/>

If you have any concerns regarding any privacy practices or about exercising your Data Protection rights, you may contact the Information Commissioner’s Office:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow Cheshire  
SK9 5AF

Telephone: 0303 123 1113 or 01625 545 745

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

A full list of what information we control and process and for what purposes is set out in our notification with the Information Commissioner's Register of Data Controllers. Our registration number is Z5761176. You can view our registration on the Information Commissioner's website.