

# Derwent Valley Mills World Heritage Site Great Place Scheme



## Audience Demographic privacy notice

Privacy notice for Economy, Transport and Environment Consultation.

---

We are committed to protecting your personal data and ensuring that it is processed fairly and lawfully. Information you provide to us will be processed in accordance with the General Data Protection Regulation, the Data Protection Act 2018 and any subsequent legislation.

The data that we process may be your name and address or in certain circumstances we may be required to process more sensitive information, known as special category data.

### Purpose of processing

The information provided will only be processed for the purpose of research to evaluate the Derwent Valley Mills World Heritage Site Great Place Scheme with approved data processors Information by Design Ltd, BOP Consulting, The National Lottery Heritage Fund and Arts Council England to provide feedback or obtain further information as required.

When you complete and submit a Survey Questionnaire, we routinely collect a range of demographic information from you. This may include information on your gender, age, ethnicity postcode, and whether you consider yourself to have a disability. We use this personal data to analyse the demographic profile of survey respondents and monitor how representative the respondents are of the population of Derbyshire, and the results of the survey are shared with our processors.

By collecting your full home postcode we can identify a range of larger geographic areas in which respondents live, for example, customer journey and traffic patterns in relation to County, District and Borough Areas and Electoral Divisions. Survey results can then be analysed and used to plan future activity. All 16 projects in England in receipt of funding from the Great Place Scheme will be required to collect the same demographic information for comparison purposes. Project information will be gathered to evaluate the Great Place Scheme by the Derwent Valley Mills World Heritage Site Partnership, the National Lottery Heritage Fund and Arts Council England and their appointed data processors.

## Lawful basis for processing

The lawful basis for processing the personal data collected under the Scheme is:

GDPR Art 6(1)(a) The data subject has given consent to the processing of his or her personal data for one or more specific purposes.

Where special category data is collected and processed, the lawful basis is:

GDPR Art 9(2)(a) The data subject has given explicit consent to the processing of those personal data for one or more specified purposes.

In completing the Survey Questionnaire, you will be consenting to your personal data being used for the purposes outlined in the Questionnaire and in this Privacy Notice. You have the right to withdraw your consent at any time and can do so by emailing [gdpr@derbyshire.gov.uk](mailto:gdpr@derbyshire.gov.uk)

The Great Place Scheme has invested in 16 pilot areas across the country which will carry out a number of activities including:-

- exploring new ways to include arts and heritage in the provision of local education or health services;
- research into the contribution made by arts and heritage to local economies;
- funding for people working in arts and heritage to build networks and increase their skills;
- exploring and piloting new ways of financing cultural organisations;
- encouraging the use of existing powers that allow communities to support their local culture, such as the Community Right to Bid or listing local landmarks as Assets of Community Value; and
- development of local strategies that maximise the community benefit that local arts and heritage can deliver.

## Who receives the information?

This information will be shared with:

- Our officers within the Council for the purpose of collection and research
- Teams within Derbyshire County Council who provide our services
- Derwent Valley Mills Worlds Heritage Site
- Wider partners where appropriate and robust data sharing agreements are in place, such as the National Lottery Heritage Fund , Arts Council England and Historic England, Design Ltd, BOP Consulting
- Police and authorities with a duty to protect the public and public funds such as National Fraud where this is necessary

The information provided will not be used for marketing purposes or to take any automated decisions.

## How long we keep the information

Your email address will not be stored after a copy of the survey has been emailed to you and an acknowledgement email has been sent back to you, unless you have signed up to the DVMWHS newsletter.

Your other information will be stored in line with the periods stated in our Record Retention Schedule, after which it will be destroyed. Our Record Retention Schedule can be found here at [www.derbyshire.gov.uk/retentionschedules](http://www.derbyshire.gov.uk/retentionschedules)

## How the information will be kept secure

We are committed to protecting personal data and have policies and procedures in place to ensure that it is safeguarded. Further information on [information security](#) is available.

## Your rights

Should you wish to raise any concerns about how we have processed your personal data you can contact the data protection officer, email: [gdpr@derbyshire.gov.uk](mailto:gdpr@derbyshire.gov.uk) or write to:

Data Protection Officer  
Derbyshire County Council  
County Hall  
Matlock  
DE4 3AG

You also have the right to contact the [Information Commissioner](#).

For further information on how we processes personal data, please contact the data protection officer, email: [gdpr@derbyshire.gov.uk](mailto:gdpr@derbyshire.gov.uk)

If you would like a copy of this information in a different format, please email: [ETE.FOI\\_EIR@derbyshire.gov.uk](mailto:ETE.FOI_EIR@derbyshire.gov.uk)