

Privacy Notice – Email Marketing

Some personal data is collected and stored when you register to receive marketing emails from Live Life Aberdeenshire.

Your information is being collected to use for the following purposes:

- Your email address is collected to enable us to send you the marketing emails you have requested.
- You are asked to confirm that you are over 16 to make sure that marketing emails are sent only to adults.

The reasons for holding this information are detailed below.

- The online marketing platform (Mailchimp) is hosted in the US by The Rocket Science Group LLC, and therefore, the Data Processor of the information being collected is The Rocket Science Group LLC.
- Data will be accessed and edited by Aberdeenshire Council staff and therefore, Aberdeenshire Council is the Data Controller .

The Data Protection Officer can be contacted at Town House, 34 Low Street, Banff, AB45 1AY.

Email: dataprotection@aberdeenshire.gov.uk

Your information is being collected by Aberdeenshire Council.

The Legal Basis for collecting the information is:

Explicit consent: Where the data subject has provided their explicit consent for one or more purposes listed.	X
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Your information will be shared with the following recipients or categories of recipient:

The Rocket Science Group LLC, who operate the Mailchimp online marketing platform.
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Your information will be transferred to or stored in the following countries and the following safeguards are in place:

<p>UK and USA Mailchimp participates in and has certified its compliance with the EU-U.S. Privacy Shield Framework. This participation will be reviewed periodically to ensure continued membership.</p> <p>The Rocket Science Group LLC d/b/a Mailchimp 675 Ponce de Leon Ave NE, Suite 5000 Atlanta, GA 30308 USA</p>

The retention period for the data is:

Your data will be deleted within one calendar month of any one of the following conditions:

- You request for your data to be deleted
- You “unsubscribe” using the link in the email communications
- You do not open any of our marketing emails for a period of three months

Please note that you have the following rights:

- to withdraw consent at any time, where the Legal Basis specified above is Consent;
- to lodge a complaint with the Information Commissioner’s Office (after raising the issue with the Data Protection Officer first);
- to request access to your personal data;
- to data portability, where the legal basis specified above is:
 - (i) Consent; or
 - (ii) Performance of a Contract;
- to request rectification or erasure of your personal data, as so far as the legislation permits.

When you sign up to the mailing list, you will be asked to give your consent and to confirm that you have been provided:

- why your information is being collected;
- the purposes for your information being collected;
- full information about the intended processing;
- details of any sharing of your information;
- details of the security for transferring your information to any country outside the EEA;
- the applicable retention period;
- details of any automated decision-making or profiling applied to your information; and
- details of your rights.

You have the right to withdraw this consent at any time by contacting alis.admin@aberdeenshire.gov.uk