

This notice has been written in accordance with the General Data Protection Regulation and relevant legislation

Civic Centre, Castle Street, Merthyr Tydfil, CF47 8AN  
[data.protection@merthyr.gov.uk](mailto:data.protection@merthyr.gov.uk), 01685 725000

1. IMPORTANT INFORMATION

Merthyr Tydfil County Borough Council is responsible for deciding how we hold and use personal data we collect. We are committed to protecting your personal data and complying with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. We are registered with the Information Commissioner’s Office (ICO) under registration number Z5957136.

It is important that you read this privacy notice together with our [Privacy Standards Policy and full privacy notice](#) which contains more detailed information about our data processing and can be accessed on our website.

This privacy notice provides information on how we use your personal data when you participate in the National Resident Survey conducted by DataCymru on our behalf. The aim of the National Resident Survey is to help the Council understand local performance and gather your views and perceptions of Council Services. It supports our legal duties around engagement and consultation. It will also contribute to improvements and benchmarking across Wales.

2. WHO WE ARE

Merthyr Tydfil County Borough Council is the data controller therefore we are responsible for the personal data we hold. The Council is made up of different departments, details of which can be found on our [website](#). When we mention the Department, we are referring to the Corporate Communications Team who is responsible for processing your data for the services detailed in this privacy notice.

This notice applies to the individual who are submitting a response to the Residents Survey. The survey has been created for our residents aged 16 and over living in the Merthyr Tydfil County Borough area.

Merthyr Tydfil County Borough Council has appointed a Data Protection Officer who can be contacted using the details at the top of this notice.

3. WHAT PERSONAL DATA IS USED

Within the survey responses the Council will collect a range of personal and demographic data to help understand the views and experiences of residents. We may collect, use, store and transfer different kinds of personal data about you as follows:

- IP Address: Used to help identify the general location of responses and prevent duplicate submissions.
- Postcode: Helps to geographically map responses and identify local trends.
- Age: Collected in 10-year bands (e.g., 16–25, 26–35, etc.) to understand views across different age groups.
- Sex: To analyse responses by sex assigned at birth.
- Gender Identity: To ensure inclusivity and understand the experiences of transgender and non-binary individuals.

We may also use and store demographic data which provides context to your personal data, such as:

- Ability to Carry Out Day-to-Day Activities: If a health condition is reported, this helps assess the impact on daily life.
- Preferred Language: To ensure accessibility and inclusivity in communication and service provision. Respondents can specify other languages if not listed.

There are special categories of more sensitive personal data which require a higher level of protection. We collect, store and use the following special categories of personal data about you:

- National Identity: To explore how national identity may influence perceptions and experiences.
- Ethnic Group: To ensure representation and identify any disparities in views or experiences across ethnic groups.
- Sexual Orientation: To understand the experiences of LGBTQ+ residents and ensure inclusive service delivery.
- Physical or Mental Health Conditions: To identify barriers or challenges faced by individuals with health conditions.
- Religion or Belief: To understand cultural and religious diversity and its influence on community experiences.

This data helps the Council and DataCymru ensure that the survey reflects the diversity of the local population and supports fair and inclusive decision-making.

We explain the different methods used to collect this data about you in section 4 of this privacy notice.

4. HOW YOUR PERSONAL DATA IS COLLECTED

We collect personal data about you through your responses to the survey which will be held on behalf of the Council by DataCymru. DataCymru stores survey responses using SmartSurvey software which the Council is also able to access.

Your responses will be input into a computer systems called SmatSurvey. Your personal data is stored on DataCymrus secure computer servers and only authorised personnel can access it. All personnel that have access to your personal data are provided with annual data protection and information security training.

We will collect additional personal data during our Council business functions and the services we provide to you throughout your contact with us. For more information about how your personal data is used in other service areas please visit our privacy notice [webpage](#).

## 5. LEGAL BASIS FOR PROCESSING

We will only use your personal data where the data protection legislation allows us to. These will include the provisions set out under the [General Data Protection Regulations](#) and where relevant the [Data Protection Act 2018](#). We will use your personal data in the following circumstances:

Article 6(1)(e) which relates to a public task which in this instance relates to consultation and engagement with you. The Council has a legal duty to engage with residents under the following legislation:

- The Well-being of Future Generations (Wales) Act 2015: This Act requires the Council to carry out sustainable development by setting and working towards well-being objectives that contribute to the national well-being goals and to work collaboratively with communities, consider long-term impacts, and involve our residents in decisions that affect them.
- The Local Government and Elections (Wales) Act 2021: This Act strengthens local democracy and public participation. It requires the Council to encourage our residents to participate in decision-making.

In addition to the lawful bases under the UK GDPR, we may also process your data under the Recognised Legitimate Interests introduced by the Data (Use and Access) Act 2025. This includes processing for the purposes of safeguarding and responding to emergencies, where it is necessary and proportionate to do so.

## 6. SHARING YOUR PERSONAL DATA

Your response to the survey will be sent to DataCymru for analysis. DataCymru will be collating the responses across Wales and will use the responses to support the Council to meet our engagement duties and to help shape the services we deliver.

You can find the Data Cymru Privacy Notice here: [Privacy Policy - Data Cymru](#). You can also find more information relating to how DataCymru will process your personal data here: [National Residents Survey](#).

There may be occasions when we must share your personal data with Welsh Government for statistical and analysis reasons. Welsh Government use personal data held by us to regulate how we discharge our public functions.

We will not transfer your data to any countries outside of the [European Economic Area](#). If we do, we will inform you as soon as possible and you can expect a similar degree of protection in respect of your personal data.

## 7. HOW LONG WE KEEP YOUR PERSONAL DATA

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. The personal data collected in accordance with the processing detailed in this notice will be retained for the following periods:

- Electronic Survey responses are usually retained for up to 6 years after the end of the consultation or project, especially if the data informs policy or service development.
- Paper Survey Responses are destroyed once they have been digitalised. All paper surveys will be digitalised within 2 years.

Details of retention periods for different aspects of your personal data are available in our Records Management Policy which is available on our website ([www.merthyr.gov.uk](http://www.merthyr.gov.uk)).

## 8. HOW WE KEEP YOUR PERSONAL DATA SECURE

We have implemented appropriate security measures to prevent your personal data from being accidentally lost, used, accessed, altered, or disclosed in an unauthorised way. We limit access to your personal data to those employees who have a business need to know. Our employees will only process your personal data on our instructions, and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected data security breach and will notify you and any applicable regulator of a suspected breach where we are legally required to do so. You can find out more about how we keep your personal data secure by contacting our Information Security Officer on [information.security@merthyr.gov.uk](mailto:information.security@merthyr.gov.uk).

## 9. YOUR LEGAL RIGHTS

In certain circumstances, you have rights under data protection laws in relation to your personal data. These are outlined in the GDPR and include:

- The right to Rectification – you have the right to ask to have your information corrected.
- The right to Restrict processing may apply – you may request that we stop processing your personal data however, this may delay or prevent us delivering a service to you. We will seek to comply with your request but may be required to hold or process information to comply with our legal duties.
- The right to Object – this is not an absolute right and will depend on the reason for processing your personal information.
- The right to Erasure - you may request that we erase your personal data however, this may delay or prevent us delivering a service, or continuing to deliver a service. We will seek to comply with your request but may be required to hold or process information to comply with our legal duties.
- The right to not be subject to Automated decision making and profiling.
- The right of Access – you have the right to ask us for copies of your personal data. To make a request, please contact the Information Governance Team.
- The right to Complain – you have the right to complain about how your personal data is used. To make a complaint please contact the Information Governance Team.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if you make any changes to your personal data so that we can update our records.

If you want to review, verify, correct, request erasure, object, or request that we transfer a copy of your personal data to another party, please contact the Data Protection Officer in writing using the contact details provided at the top of this notice.

## 10. FURTHER DETAILS

You also have the right to make a complaint at any time to our Data Protection Officer, whose contact details are provided above, or the Information Commissioner's Office, the UK supervisory authority for data protection issues:

Address: Information Commissioner's Office (Wales), 2<sup>nd</sup> Floor, Churchill House, Churchill Way, Cardiff, CF10 2HH  
Email: [wales@ico.org.uk](mailto:wales@ico.org.uk)  
Tel: 0330 414 6421

If you are looking for more information on how we process your personal data including data security, data retention, individual rights please access our [full privacy policy](#). You can also obtain information directly from Information Commissioners Office [website](#), [www.ico.org.uk](http://www.ico.org.uk).

Please note, our privacy notice's do not form part of any contract to provide services. We may update this notice at any time if we do, we will ensure that an updated copy of this notice is made available to you as soon as reasonably practical.



**Mae'r ddogfen hon hefyd ar gael yn Gymraeg.  
This document is also available in Welsh.**