

**Privacy Notice for West Lothian Business Directory**

**Information held about you**

West Lothian Council will collect personal information about you. For inclusion in the West Lothian Business Directory database, we will collect details provided on:

* Business Name
* Main contact name
* Address, telephone number, mobile number, fax number, and email
* Business website address
* Social media (Facebook / LinkedIn / Twitter)
* Number of employees (Full time / Part-time / Seasonal or sessional)
* Date business started
* VAT registered now or in next 12 months
* Ownership type of company / subsidiary
* Business activity

Provision of details is voluntary and opt-in, there are no mandatory requirements for provision of data, to be included on the business directory.

**Who is processing my data?**

All personal information is held and processed by West Lothian Council in accordance with data protection law.

**How will we use information we hold about you?**

To help your business we hold your information on a database which forms the basis of an online Business Directory at [www.westlothian.gov.uk/businesssearch](http://www.westlothian.gov.uk/businesssearch). The database is also used to communicate information to businesses about the council and its partners services for businesses. The council may also use the database to generate one-off tailored lists for businesses, for example, in sourcing products / services or for marketing purposes. This will exclude personal / sensitive data; specifically: email addresses, social network details, mobile phone numbers. We may also, from time to time, contact businesses to undertake surveys to gather information on the latest issues and opportunities for local firms, and to explore the support / services needed to help businesses to develop new markets, invest and create jobs.

We will not disclose your data without specific consent. We offer the following opt-ins for use of data on the business directory entry form:

* To include details on the online business directory and database and:
* Be contacted by the council and its partners, and to be included in business lists provided to third parties.
* Not be contacted by the council and its partners.
* Not pass your details on to third parties (business lists).

There is a further option to request details not be published on the online business directory, but to include your details on the database so that the council and its partners can provide you with updates (services and support).

**Who we will share your information with?**

We may share your personal data with the categories set out below for the purposes set out in this notice:

* External third party partners including Business Gateway and other Government Agencies;
* Third party product and service providers.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law.

**How long do we keep your records?**

We will endeavour to keep your information accurate and up-to-date, and to update or remove the data upon request by you.

If you wish to **change** your permissions on how the data you provide us with is used, please complete a new entry form, which located here: [www.westlothian.gov.uk/businesssearch](http://www.westlothian.gov.uk/businesssearch) and we will update your details. Alternatively please email us at Bgateway@westlothian.gov.uk

**Your rights**

You have a number of rights under data protection law, including the right to request your information and to request that the information be amended or, in some circumstances, erased.

To request your records, you will need to put your request in writing and provide proof of identification to West Lothian Council, Economic Development, West Lothian Civic Centre, Howden South Road, Livingston, West Lothian, EH54 6FF, Email - Bgateway@westlothian.gov.uk

**Providing accurate information**

It is important that we hold accurate and up to date information about you in order to ensure the data we have recorded on the business directory database is accurate. If any of your details have changed, or change in the future, please ensure that you tell us as soon as possible so that we can update your records.

**Further information**

If you have any questions or concerns about how your information is used, please contact Economic Development, West Lothian Civic Centre, Howden South Road, Livingston, West Lothian, EH54 6FF, email: Bgateway@westlothian.gov.uk

You can also contact the Data Protection Officer, West Lothian Council, West Lothian Civic Centre, Howden South Road, Livingston, West Lothian, EH54 6FF, email: dpo@westlothian.gov.uk  More information about data protection and how it applies to you, including how to complain about how your information is being used, is available from the [Information Commissioner's Office](https://ico.org.uk/)