

**Privacy Notice: Website and Social Media**

At South Yorkshire Fire and Rescue (SYFR) we are committed to protecting and respecting your privacy. This privacy notice explains why and how we use your information and how we protect your privacy.

SYFR is a registered Data Controller with the Information Commissioner and you are welcome to contact our Data Protection Officer by emailing [dataprotection@syfire.gov.uk](mailto:dataprotection@syfire.gov.uk) , by calling 0114 2532456 or by writing to Data Protection Officer, South Yorkshire Fire and Rescue, 197 Eyre Street, Sheffield, S1 3FG

**Who our department are and what we do:**

This privacy notice is designed to help you understand how and why your information is processed when you submit a request via our website or contact us through Social Media.

**What type of information will we collect from you?**

When you submit a form to us we request certain information to enable us to deal with your request and provide a response where necessary. The majority of the information we ask for is voluntary. Information which is compulsory is clearly marked with an asterisks\* and is required for us to deliver the required service. Information will vary dependant on form completed and service required.

Social Media

If you contact us via social media (Facebook, LinkedIn, Instagram, TikTok or X (formerly Twitter), we can see your registered name as this is part of the functionality of the social media site.

Third Party Websites

Our website contains links to other websites but we are not responsible for the privacy policies or practices of third party websites.

**Why do we need your personal information?**

The table below describes why your information is collected and used for each website form.

|  |  |
| --- | --- |
| Form | Information Required |
| Home Safety Check pre-assessment | Required to meet our obligations, e.g. we need name and address to contact you to make arrangements to conduct the visit. |
| Registration of interest | Required to provide information to interested persons about forthcoming recruitment opportunities. |
| General Enquiry | Required to enable the most relevant team to respond to your enquiry. |

On the 25 May 2011 amendments were made to The Privacy and Electronic Communications Regulations 2003, which require businesses and organisations running websites in the UK, to get consent from visitors to their website in order to store cookies on users' computers. Information about the cookies collected on our website and how to block them can be found [here](http://www.syfire.gov.uk/about-us/use-of-cookies/).

**How will you use my information?**

Website Forms

When you submit a website form, it automatically goes to the team responsible for dealing with that enquiry. For some forms, submissions are logged so the team can manage it in line with Service policy and procedure. For example, we would keep a copy of a FOI request and our response to demonstrate compliance with the applicable legislation. There are some forms where we do not store your personal information, such as compliments, but the compliment you provide is shared with attending crews, for example. We do not collect IP addresses on form submissions.

Social Media

If you contact us via X either through direct message or by mentioning us in a post, we will use your X handle in order to reply to you. If you send us a private message through Facebook or LinkedIn, we will use your information to provide a response.

**How we will collect your personal information?**

Through your completion of forms on line

Through your contact with us via social media

**Our legal basis for processing your information**

If you choose to contact us via a website form or social media, your information will be used to either meet a regulatory requirement or for the legitimate purposes of managing and dealing with your specific request.

**Who will have access to my information?**

Website Forms

Our website host has access to all form submissions for a period of three months. This is to allow them to administer the website and for contingency purposes if the email system fails.

Our website host processes your information on our behalf and are unable to do anything with your personal information unless we instruct them to do so. They will hold it securely and not share your personal information with any organisation apart from us.

The responsible team will also have access to the information you have provided on the form and may pass it to other staff members who are responsible for delivering the required service.

Social Media

Our communications team have access to our corporate X account. These people are able to see direct messages or posts where South Yorkshire Fire and Rescue have been tagged. Sometimes our communications team will pass your request onto another team for an answer.

Other X users will be able to see our response to you and therefore your X handle. This is in line with the functionality of X.

Our communications team have access to our corporate Facebook account. If you send us a private message these people are able to see them and respond accordingly. If you publically write on our wall or comment on a post other Facebook users will be able to see this and our response.

Some fire stations also have their own business pages. Two people at each fire station administer these pages. If you send those pages a private message these people are able to see them and respond accordingly. If you publically write on the page wall or comment on a post other Facebook users will be able to see this and our response.

Our communication team have access to our corporate LinkedIn account. If you post a comment on our business page other users will be able to see this and our response.

We advise social media users to familiarise themselves with the privacy settings and information provided by those organisations.

Information about X privacy can be found on their website [X Privacy Policy](https://x.com/en/privacy)

Information about Facebook privacy can be found on their website <https://www.facebook.com/about/privacy>.

Information about LinkedIn privacy can be found on their website <https://www.linkedin.com/legal/privacy-policy>.

Information about TikTok privacy can be found on their website [Privacy Policy | TikTok](https://www.tiktok.com/legal/page/eea/privacy-policy/en)

**Why we may need to share your information:**

We may need to share your information with:

* other staff for purposes outlined in this notice
* when taking legal advice for prospective legal proceedings.
* information may need to be shared as part of a disciplinary / grievance or investigations of a similar nature.

We will not pass on your information to third parties without first obtaining your consent, unless the law and/or our policies allow us to do so for example, in the following circumstances:

* The law states that we can
* There is a risk of serious harm or threat to life
* We are directed by a court of law
* We do publish incident information onto our website and social media sites; however we do not disclose any personal information.

**How long will your information be kept:**

SYFR will collect, process and retain your information in accordance with data protection legislation and our policies on data retention – this varies according to statutory requirements, the form completed and other legitimate business reasons:

Website Forms

Information submitted via a form on the website is deleted after three months. Email copies and logs are kept by the relevant team for as long as is required to meet the intended purpose, e.g. to deliver a home fire safety visit.

Social Media

We do not keep a log of enquiries and posts made through social media, however if you make a complaint this may be logged in line with our complaints policy and procedure, to investigate and provide a response.

If you mention us in a social media post or direct message us you are able to delete this yourself. We will delete direct message conversations with us after a period of three months.

**What will happen if you fail to provide this information?**

If you do not provide the information we may not be able to deal with your enquiry or provide you with a response.

**How to access and control your personal information:**

SYFR have a Data Protection framework in place to ensure the effective and secure processing of your information. For details on how we maintain the security of this and your rights to access the information we hold about you, please refer to our website at [www.syfire.gov.uk](http://www.syfire.gov.uk).

You can find out more about your personal data rights at the Information Commissioners Office Website, or contact them on 0303 123 1113 or by post at Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.