

# Privacy Notice for Website

## What we need

Hjaltland Housing Association Limited (Hjaltland) will be a "controller" of the personal information that you provide to us when using this website ("the Site"):

- Information that you provide by filling in forms on the Site. This includes posting material or requesting further information,
- If you contact us, we may keep a record of that correspondence,
- We may also ask you to complete surveys that we use for research purposes, although you do not have to respond to them, and
- Information gathered when you register with us (such as your name, contact details, e-mail address etc.).

Some of the information we collect about you may include Special Categories of Personal Data (as defined by the Data Protection Legislation).

## Why we need your personal information

### Contractual purposes

We need to collect your personal information:

- to enable us to respond to queries,
- to enable us to provide you with the information which you have requested,
- to analyse the information we collect so that we can administer, support and improve and develop our business and the services that we offer, and
- to allow you to participate in interactive features of our service, when you choose to do so.

We may contact you by post, telephone or fax as well as by e-mail. If you change your mind about being contacted in the future by any of these means then please let us know.

### Legitimate purposes

We also process your personal information in pursuit of our legitimate interests to:

- issue communications to our applicants and tenants regarding services, etc., and
- undertake research to improve our services.

Where we process your personal information in pursuit of our legitimate interests, you have the right to object to us using your personal information for the above purposes. If you wish to object to any of the above processing, please contact us. If we agree and comply with your objection, this may affect our ability to undertake the tasks above for the benefit of providing you with a house and managing your tenancy if successful.

## Who we share your personal information with

The information you provide to us will be treated as confidential. However, we may disclose your information to other third parties who act for us for the purposes set out in the policy or for purposes approved by you.

Unless required to do so by law, we will not otherwise share, sell or distribute any of the information you provide to us without your consent.

## How we store your personal information

Only personal information supplied by you will be retained, however, the Site also contains 'cookies'. A "cookie" is a piece of software that attaches to the hard drive of your computer and remembers information about the configuration of your computer. We may use this information to track your movements through our website, to find out how it is being used and to assess its usefulness. Personal information about you is not collected during the tracking process.

You can disable the cookies that we attach if your browser supports this. However, you should bear in mind that if you exercise this option, you may be unable to access certain parts of our site.

Because we want your experience of our Site to be as informative and useful as possible, we provide a number of links to websites operated by third parties ("Third Party Websites"). Please be aware that we do not control such Third Party Websites and that such Third Party Websites may send their own cookies to users, or otherwise collect data or solicit personal information. We assume no responsibility for the information gathering practices of Third Party Websites that you are able to access through our Site, and we encourage you to review each Third Party Website's privacy policy before disclosing any personally identifiable information.

## How long we keep your personal information

We will only keep your personal information for as long as necessary to comply with our legal obligations and to safeguard Hjalmland in the event of any claims, complaints, litigation, enquiries or investigations during or following the termination of your tenancy. Unless you ask us not to, we will review and possibly delete your personal information in line with the document retention tables included within our Data Protection policy.

We have document retention tables included within our Data Protection policy that set out the periods for retaining and reviewing all information that we hold. The tables set out different retention periods and you can request a copy at any time.

## Your rights

You can exercise any of the following rights by writing to our Data Protection Officer at 6 North Ness Business Park, Lerwick, ZE1 0LZ ([mail@hjalmland.org](mailto:mail@hjalmland.org)). We have appointed Harper Macleod LLP as our Data Protection Officer.

Your rights in relation to your personal information are:

- you have a right to request access to the personal information that we hold about you by making a "subject access request",
- if you believe that any of the personal information that we hold about you is inaccurate or incomplete, you have a right to request that we correct or complete your personal information,
- you have a right to object to and/or request that we restrict the processing of your personal information for specific purposes,
- if you wish us to delete your personal information, you may request that we do so, and
- if you would like to obtain the personal information that we hold about you to reuse it for your own purposes, you may request that we do so.

Any requests received by Hjalmland will be considered under applicable Data Protection Legislation. If you remain dissatisfied, you have a right to raise a complaint with the Information Commissioner's Office at [www.ico.org.uk](http://www.ico.org.uk)