

Data Protection & Your Privacy

In 2018 there were changes in European privacy law which mean that all businesses now have to take greater care of your personal information. This includes how they collect, use and protect it. The Data Protection Act 2018 is the UK's implementation of the General Data Protection Regulation (GDPR). GDPR aims to better reflect the modern world we live in and make sure our personal information is kept safe and secure by businesses that use it. It's a good thing for all of us. It is designed to protect your details from being used inappropriately or sold on for marketing purposes without your consent. This also stops you being continually bothered by organisations you gave your details to for a 'one-off' reason such as buying something. They need your explicit permission to keep those details.

What is personal data?

From your name and address to unique account numbers, any information that can identify you can be classed as personal.

This information is used by a vast array of organisations from PCHA to your employer storing your personal details at work, to shops that target you with their promotional offers. Under the new rules, businesses – including PCHA – are now required to take greater care over your personal information and how it's used.



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Do we need your consent?

Because we have a contract with you – the tenancy agreement – we do not need to get consent from you to hold information that we need in order to fulfil that contract. We currently hold the following information about you :

- Full name (and proof of your identity / photo ID)
- Date of birth
- National Insurance number (your unique identifier)
- Contact details (phone, e-mail or correspondence address)
- Details of anyone authorised to act on your behalf if applicable
- Basic details (name and DOB) of anyone who lives with you
- Card details if you pay by card (however, the full card details are not stored)
- Ethnicity and language preferences
- Support needs, emergency contacts
- Proof of housing eligibility.



We use the information we collect from or about you (as applicable) in various areas of our work, including:

- Managing your account charges and payments, including arrears, and making changes to your tenancy to reflect changes in family or health circumstances.
- Management of properties, including arranging access for maintenance and repairs, and other service delivery.
- Ensuring tenancy conditions are complied with, such as dealing with anti-social behaviour or fraud.
- Complying with relevant legislation and regulation.
- Assessing levels of satisfaction with our services and analysing complaints.
- Providing additional support services to you.
- Keeping you up to date with PCHA events and news.

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Who do we share your data with?

We will not disclose personal information about you to other parties except where you have given us your consent to disclose (if required) or if we have a legitimate interest or other good reason to do so, for example with our maintenance contractors, utility companies or local authority benefit departments authorised to act on our behalf.

We may sometimes be required by law to share information with enforcement or other statutory agencies. This may be shared without your consent.

How long do we keep your data?

We will securely destroy / delete personal data when we no longer need it or no longer have a legitimate interest in keeping it. All personal, account and tenancy data (including rent account details) will be retained for as long as we provide housing or services to you, or as long as you have an outstanding balance on your account with us, and for six years afterwards.

Otherwise we keep your personal information only for as long as required by us:

- To provide you with services and manage the tenancy
- To comply with other law, including for the period demanded by our tax authorities
- To support a claim or defence in court.



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Your rights under GPPR:

- The right to be informed
- The right of access
- The right of rectification
- The right to erasure
- The right to restrict processing
- The right to data portability.

You may request to have data rectified if you believe it to be incorrect or erased, but we will not be able to erase any data that is necessary to manage the contract/tenancy.

How do we protect your data?

If we are required or requested to give you any information about your tenancy that is personal to you, we will also need to be very sure that if we are giving it to the right person. So, for example, if you ring us to discuss your rent account, we will ask for a piece of identifying information such as your date of birth, telephone number, or something else personal to you.

Any information we do have about you is kept in your tenancy file, in a locked cabinet in our secure offices. Our computer systems are secure and all information is password protected.

For further advice or information contact us:

T: 020 8659 3055

E: housing@pcha.co.uk

