



PRIMA
GROUP

Privacy Statement

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Privacy Statement

At Prima Group we take your privacy and take the protection, confidentiality and security of your personal data very seriously. This Privacy Statement will inform you as to how we look after your personal data that we collect when you do business with us, utilise our services or work with us in using the provision of our services. You will also find information about your privacy rights and how the law protects you.

This Statement sets out our commitment to protecting personal data and makes use of ICO guidance and statutory ICO codes of practice with the aim of meeting compliance under UK General Data Protection Regulations (UK GDPR), and the Data Protection Act 2018.

1 Who we are and the purpose of this Privacy Statement

This Privacy Statement aims to give you information on how Prima Group collects and processes your personal data.

We obtain your personal data in order to conduct our normal business operations as a housing association that manages and develops properties. How we use your personal identifiable information depends on the products and services we provide to you or how you work with us to provide our services.

Prima Group is a controller and responsible for your personal data (for simplicity throughout this Statement “we”, “us” or “our” means Prima Group in this Privacy Statement).

2 Changes to the Privacy Statement and your duty to inform us of changes

We keep our Privacy Statement under regular review and reserve the right to make updates at any time. We may also notify you in other ways from time to time about the processing of your personal information. This version was last updated in October 2022.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

3 How is your personal data collected?

We use different methods to collect data from and about you, for example through face-to-face contact, email, telephone, written correspondence, customer app, website or receiving this information from others who know you or are linked to you, for example: referees when making applications for employment, fraud prevention agencies, a local MP who represents you, the Police and Local authorities.

4 Our processing of your personal information

We collect varying information about you and use it for different reasons according to the relationship we have with you. For example, we will collect different personal information depending on whether you are customer, supplier, applicant, employee, if you are working at an organisation which we work with in order to provide our services.

Personal data, or personal information, means any information about a living individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We will comply with data protection law, which say that the personal information we hold about you must be:

- Used lawfully, fairly and in a transparent way.
- Collected only for valid purposes that we have clearly explained to you and not used in any way that is incompatible with those purposes.
- Relevant to the purposes we have told you about and limited only to those purposes.
- Accurate and kept up to date.
- Kept only as long as necessary for the purposes we have told you about.
- Kept securely.

5 The kind of personal information we will process

We may collect, store, and use the following categories of personal information about you, depending on your relationship with us:

- Personal details such as name, title, addresses, telephone numbers, personal email addresses and employee number.
- Date of birth.
- Gender.
- Any gender reassignment.
- Marital status and dependants.
- National Insurance number.
- Medical conditions.
- Previous tenancy information (for customers/applicants).
- Bank account details, credit referencing records, payroll records and tax status information (for payments, refunds, providing sustainability support, supplier payments or employee payroll).
- Salary, annual leave, pension and benefits information (for employees).
- Start date and, if different, the date of your continuous employment.
- Leaving date and your reason for leaving (for employees).
- Location of employment or workplace.

- Copy of driving licence (for proof of ID purposes).
- Qualifications (for employees).
- Referee/next of kin contact details.
- Eligibility to work/live in the UK.
- Any relation to any staff or board members.
- Recruitment information (including copies of right to work documentation, references and other information included in a CV or cover letter or as part of the application process).
- Employment records (including job titles, work history, working hours, holidays, training records and professional memberships).
- Disciplinary and grievance information.
- CCTV footage in specified locations.
- Photographs
- Details in connection with works installed or carried out at the property you live in, including size, type and cost
- Household income and any other eligibility information
- Expected energy, carbon and cost savings expected from works carried out at the home you live in

Light and motion activity in the home you live in captured as proxy information

We may also collect, store and use the following more sensitive types of personal data which require a higher level of protection:

- Information about your race or ethnicity and sexual orientation.
- Trade union membership (for employees).
- Information about your health, including any medical conditions that may require additional support for a customer or employee.
- Health and sickness records for an employee including:
 - Details of any absences (other than holidays) from work including time on statutory parental leave and sick leave; and
 - Where you leave employment and the reason for leaving is related to your health, information about that condition needed for pensions and permanent health insurance purposes.
- Information about criminal convictions and offences and any risks you may present.

6 How we will use the information about you

We will only use your personal information when the law allows us to (lawful basis). Most commonly, we will use your personal information in the following circumstances:

- Where we need to perform the contract/application we have entered into with you.
- Where we need to comply with a legal obligation.
- Where it is necessary for legitimate interests pursued by us or a third party and your interests and fundamental rights do not override those interests.

We may also use your personal information in the following situations, which are likely to be rare:

- Where we need to protect your interests (or someone else's interests).
- Where it is needed in the public interest or for official purposes.

If none of these instances apply, then we may seek your specific **consent**.

The situations in which we will process your personal information are listed below.

- Making a decision about your application for housing, recruitment or appointment.
- Determining the terms on which you work for us, with us or become a tenant of ours and setting you up on our systems.
- Checking you are legally entitled to live/work in the UK.
- Paying you and, if you are an employee or deemed employee for tax purposes, deducting tax and National Insurance contributions (NICs).
- Processing payments from you such as rent and service charges if you're a tenant/customer.
- Providing and/or facilitating the benefits to you that may be applicable as a customer or employee.
- If an employee, enrolling you in a pension arrangement in accordance with our statutory automatic enrolment duties.
- Administering the contract/agreement we have entered into with you.
- Business management and planning, including accounting and auditing.
- Conducting performance reviews for employees and tenancy reviews for customers, managing performance and determining performance requirements.
- Making decisions about salary reviews and compensation for employees.
- Gathering evidence for possible complaints, grievance or disciplinary hearings.
- Making decisions about your continued tenancy, employment or engagement.
- Making arrangements for the termination of your tenancy agreement or our working relationship.
- Education, training and development requirements for employees.
- Dealing with legal disputes involving you, employees, workers and contractors, including accidents.
- Ascertaining your fitness to work for employees.
- Managing sickness absence for employees.
- Complying with health and safety obligations.
- To prevent fraud.
- To ensure the safety and security of our staff, tenants and premises/properties.
- To monitor your use of our information and communication systems to ensure compliance with our IT policies.
- To ensure network and information security, including preventing unauthorised access to our computer and electronic communications systems and preventing malicious software distribution.

- To conduct data analytics studies to review and better understand customer satisfaction, employee retention and attrition rates.
- Equal opportunities monitoring.
- Some of the above grounds for processing will overlap and there may be several grounds which justify our use of your personal information.
- To monitor expected energy, carbon and cost savings expected from works carried out at the home you live in
- To monitor under-heating, over-heating and long periods of potential unoccupancy at the home you live in

If you fail to provide personal information

If you fail to provide certain information when requested, we may not be able to perform the contract/agreement we have entered into with you (such as paying you or providing a benefit), or we may be prevented from complying with our legal obligations (such as to ensure the health and safety of our workers).

Change of purpose

We will only use your personal information for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If we need to use your personal information for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal information without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

7 How we use particularly sensitive personal information

“Special categories” of particularly sensitive personal information, such as information about your health, racial or ethnic origin, sexual orientation or trade union membership, require higher levels of protection. We need to have further justification for collecting, storing and using this type of personal information. We may process special categories of personal information in the following circumstances:

- In limited circumstances, with your explicit written consent.
- Where we need to carry out our legal obligations or exercise rights in connection with our relationship.
- Where it is needed in the public interest, such as for equal opportunities monitoring or in relation to our occupational pension scheme.

Less commonly, we may process this type of information where it is needed in relation to legal claims or where it is needed to protect your interests (or someone else’s interests) and you are not capable of giving your consent, or where you have already made the information public.

In general, we will not process particularly sensitive personal information about you unless it is necessary for performing or exercising obligations or rights in connection with your relationship with us. On rare occasions, there may be other reasons for processing, such as it is in the public interest to do so. The situations in which we will process your particularly sensitive personal information are listed below. We have indicated the purpose or purposes for which we are processing or will process your more sensitive personal information.

- For employees, we will use information about your physical or mental health, or disability status, to ensure your health and safety in the workplace and to assess your fitness to work, to provide appropriate workplace adjustments, to monitor and manage sickness absence and to administer benefits including statutory maternity pay, statutory sick pay, pensions and permanent health insurance. We need to process this information to exercise rights and perform obligations in connection with your employment and in relation to ill-health hearings.
- For employees, if you leave employment and under any share plan operated by a group company the reason for leaving is determined to be ill-health, injury or disability, we will use information about your physical or mental health, or disability status in reaching a decision about your entitlements under the share plan.
- For employees, if you apply for an ill-health pension under a pension arrangement operated by a group company, we will use information about your physical or mental health in reaching a decision about your entitlement.
- We will use information about your race or national or ethnic origin, or your sexual life or sexual orientation, to ensure meaningful equal opportunity monitoring and reporting.
- For customers, we may use information about your physical or mental health or disability status to assist us in shaping service delivery and tailoring specific support services and assess risk.

Do we need your consent?

We do not need your consent if we use special categories of your personal information to carry out our legal obligations or exercise specific rights in the law. In limited circumstances, we may approach you for your written consent to allow us to process certain particularly sensitive data. If we do so, we will provide you with full details of the information that we would like and the reason we need it, so that you can carefully consider whether you wish to consent. You should be aware that it is not a condition of your contract with us that you agree to any request for consent from us.

Information about criminal convictions

We may only use information relating to criminal convictions where the law allows us to do so. This will usually be where such processing is necessary to carry out our obligations and provided we do so in line with our data protection policy.

We will only collect information about criminal convictions if it is appropriate given the nature of the relationship and where we are legally able to do so. Where appropriate, we will collect information about criminal convictions as part of the on boarding process or we may be notified of such information directly by you in the course of you working for us or becoming a tenant. We will use information about criminal convictions and offences in relation to:

- Carrying out appropriate checks with the Disclosure and Barring Service in relation to eligible roles or tenancies with us.
- For employees, eligibility to work where your role requires you to be able to drive and you have received a driving conviction.

We are allowed to use your personal information in this way to carry out our obligations to ensure the suitability of you in relation to certain relationships with us. We have in place an appropriate policy and safeguards which we are required by law to maintain when processing such data.

Automated decision-making

We do not envisage that any decisions will be taken about you using automated means, however we will let you know if this position changes.

8 Data retention – how long we use your information for

We will only retain your personal information 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. To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

In some circumstances we may anonymise your personal information so that it can no longer be associated with you, in which case we may use such information without further notice to you. Once you are no longer a tenant, customer, employee, worker or contractor of the company we will retain and securely destroy your personal information in accordance with applicable laws and regulations around retention.

Data protection officer

We are not a public authority or body and are therefore not required to appoint a DPO under the UK GDPR. Our named contact, registered with the ICO and responsible for payment of the Data Protection Fee is our Risk and Assurance Officer, who also oversees compliance with this Privacy Statement.

You also have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues.

9 Change of purpose

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us using the detail set out below.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

10 Disclosures of your personal data to third parties

We may share your personal data with the following categories of recipients:

- The Police.
- Local Authorities/Government Departments.
- Fraud Prevention Agencies.
- MP's acting on your behalf.
- Third party service providers who help us to deliver our services to you, this can range from utility companies, maintenance contractors, entities that help financial inclusion support, to software and infrastructure providers which help you to access our services and other entities within our group. The following activities are carried out by third-party service providers: repairs, maintenance and improvements to properties, payments, payroll, pension administration, benefits provision and administration, lone working devices, escalated anti-social behaviour case management, employment support services, credit referencing and IT services.
- Our professional advisors such as auditors and legal advisors.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions through non-disclosure and confidentiality agreements.

We will share your personal information with third parties where required by law, where it is necessary to administer the working relationship with you or where we have another legitimate interest in doing so.

For employees, we may also share your personal information and sensitive personal information with an occupational health provider for the purposes of obtaining an occupational health report.

We will share personal data relating to your participation in any share plans operated by a group company with third party administrators, nominees, registrars and trustees for the purposes of administering the share plans.

We will share your personal information with other entities in our group as part of our regular reporting activities on company performance, in the context of a business reorganisation or group restructuring exercise, for system maintenance support and hosting of data

We may share your personal information with other third parties, for example in the context of the possible sale or restructuring of the business. In this situation we will, so far as possible, share anonymised data with the other parties before the transaction completes. Once the transaction is complete, we will share your personal data with the other parties if and to the extent required under the terms of the transaction.

We may also need to share your personal information with a regulator or to otherwise comply with the law. This may include making returns to HMRC, disclosures to stock exchange regulators (including a Regulatory News Service) and disclosures to shareholders such as directors' remuneration reporting requirements.

11 Security around your information

We have put in place appropriate security measures to prevent your personal information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal information to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal information on our instructions, and they are subject to a duty of confidentiality. Details of these measures may be obtained from The Risk & Assurance Officer.

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.

12 CCTV, recording and monitoring equipment

Some of our locations and offices have closed circuit television (CCTV) and you may be recorded when you visit them. We use CCTV to provide security and protect both visitors and employees.

We will only view CCTV when it is necessary to do so, for example to detect or prevent crime. We store the footage for a set period of time after which it is recorded over. We ensure that we comply with the ICO's CCTV Code of Practice, and we put up notices, so you know when CCTV is used.

When investigating neighbourhood complaints, we may use noise recording equipment when evidence gathering. When investigating repairs or during tenancy management activities, we may use video recordings as part of our work.

We may use monitoring devices in connection with SHDF* and FFHH** works at the home you live in

- **SHDF - Social Housing Decarbonisation Fund – this is Government funding that we have been able to access to help pay for the energy efficiency improvement work.*
- ***FFHH - Fitness for Human Habitation Act – sets out standards that rented homes should meet*

13 Your legal rights

Under certain circumstances, you have rights under data protection laws in relation to your personal data as outlined below:

“Request access” to your personal data (commonly known as a “data subject access request”). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.

“Request correction” of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.

“Request erasure” of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

“Object to processing” of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are

processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

“Request restriction of processing” of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios:

- If you want us to establish the data’s accuracy.
- Where our use of the data is unlawful, but you do not want us to erase it.
- Where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims.
- You have objected to our use of your data, but we need to verify whether we have overriding legitimate grounds to use it.

“Request the transfer” of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

“Withdraw consent at any time” where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

If you have a complaint about our use of your information, we would prefer you to contact us directly in the first instance so that we can address your complaint. However, you can also contact the Information Commissioner’s Office via their website at www.ico.org.uk/concerns or write to them at:

Information Commissioner’s Office
Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

No fee usually required

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we could refuse to comply with your request in these circumstances.

What we may need from you

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further

information in relation to your request to speed up our response.

Time limit to respond

We try to respond to all legitimate requests within 28 days. Occasionally it could take us longer if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

14 Contact details

We have appointed a Risk and Assurance Officer who is responsible for overseeing questions in relation to this Privacy Statement. If you have any questions about this Privacy Statement, including any requests to exercise your legal rights, please contact the Risk and Assurance Officer using the details set out below:

Risk@primagroup.org

Website: www.primagroup.org/contact-us

Postal address: Prima Group, 8 Columbus Quay, Liverpool, L3 4DB

Telephone number: 0151 452 0202

15 Document Control Data

Version:	V52022
Review Date:	October 2022
Name of Reviewer:	Julie Hunter, Risk and Assurance Officer
Change Log:	Page 3 – customer app added to how data is collected Page 4 – further examples of how data is collected, how we will process, etc. removed (duplicated elsewhere) Pages 6, 8 and 15 – information added on additional data being collected as part of SHDF and FFHH works Page 10 – ‘in accordance with our written policy’ removed and text on automated decision making reduced. Pages 11 and 12 moved to pages 13 and 14 and incorporated within existing (some duplication) Page 13 – questions about this privacy statement and changes to this privacy statement removed (duplicated elsewhere in the document)
Date approved by EMT:	08/11/2022
Date to Customer Board:	N/A

Date approved by Committee:	N/A
Date approved by Common Board:	N/A
Date of Equality Impact Assessment:	N/A
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