

Privacy Notice Libraries and Customer Contact face-to-face

Who we are:

Libraries and Resident Services
Libraries and Customer Contact face-to-face
St Ives Road
Maidenhead
SL6 1RF

Lawful basis for processing the information:

- Local Government Finance Act 1992
- Libraries and Museum Act 1969
- Copyright Designs and Patent Act 1988
- The Freedom of Information Act 2000
- Otherwise it is Informed consent

How we collect information:

- Information is collected from you, or for under 16 year olds from a parent or guardian, when you join the library either in person or online.
- Information on children who join the reception school year is provided to the library service by the council's education department, this allows every school child to have a library card.
- Information for Cox Green School students is shared by Cox Green School, to provide each student joining the school with a school-use only library card.
- For Advantage Cards, we collect information when you join at an issuing centre. We check your information is up to date when you renew your Advantage Card, either in person or online.
- For Concessionary Bus Passes, we collect information when you join at an issuing centre. We check your information is up to date when you renew your Bus Pass, either in person or online.
- Customer Contact face to face booking system: we collect information from you to direct you to an appropriate advisor when you come in person to a

Library and Resident Services hub.

- Some of our buildings have CCTV systems operating for the security of both customers and staff. These systems may record your image during your visit. CCTV operation adheres to the code of practice https://www3.rbwm.gov.uk/downloads/file/89/cctv_code_of_practice

What information is collected:

- For library membership we collect names, residential addresses, telephone numbers, email addresses, date of birth (mandatory for under 18 year olds), ethnicity, disability and gender. For under 16 year olds we also collect name, address, email, phone number of a parent or guardian.
- For children who participate in the national Summer Reading Challenge, we collect what school the child will attend in September.
- For issuing concessionary Bus Passes, we collect information about name, date of birth, disability, gender, address, telephone number and photograph of card holder.
- For issuing Advantage Cards we collect information about name, date of birth, gender, address, mobile phone number, email and photograph of card holder.
- If you sign in to see an advisor using our Customer Contact face-to-face booking system, we collect your name and service area relating to your enquiry.
- If you make a payment for a council service on a self-service kiosk, depending on the service you are paying for, we may collect your name, reference number, address, business name and vehicle registration. If you make payments by card, we will collect your credit/debit card details.

How we use the information provided:

- Libraries and customer contact face to face uses personal information to provide specific services to residents, such as Bus Pass, Advantage Card,

Blue Badge.

- Library Membership Card that allows the borrowing and reserving of items from the library or the use of online information services and Public PCs.
- If you use our [online resources](#), we may use your library membership number to check you are a valid library member.
- For children under 16, we use guarantor information to send the parent or guardian notifications about available reservations and overdue loans.
- For a Concessionary Bus Pass the personal information provided by the resident allows us to check eligibility and issue a Concessionary Bus Pass to those who are entitled.
- Personal information provided in order to get an Advantage Card is used to confirm eligibility of the customer, so they may receive reduced charges on specific items/events in RBWM libraries. The personal information will also allow further benefits within RBWM with use of the Advantage Card.
- In addition there is a booking in queuing system to ensure that those waiting for Customer Service advice are seen in order by a person that can help them with more in depth services such as Council Tax, Parking, Waste and Recycling.
- Libraries and Customer Contact face-to-face only uses personal information for the purposes for which it has been obtained.

Who has access to the information about you:

All staff employed by RBWM Library and Resident Services including volunteers.

Who we may share your information with:

- South East Library Management System consortium ([SELMS](#)) to allow borrowing from all libraries in the consortium (opt in required by registering in person at a library of each Local Authority in SELMS). Members of the

SELMs consortium are: Brighton & Hove Libraries, Buckinghamshire Libraries, Camden Libraries, Hertfordshire Libraries, Kent Libraries, Medway Libraries, Milton Keynes Libraries, Reading Libraries, Richmond upon Thames Libraries, Slough Libraries, Southend on Sea Libraries and West Berkshire Libraries.

- [Civica UK](#): All of your library membership information is kept in our Library Management System, which is hosted by Civica UK.
- Customer Contact face to face booking system: if you book to see an advisor, the back office services have access to the people waiting in the queue system, but only for their own service area.
- RBWM ICT department: If you use the Public PCs in any RBWM library, your internet usage information will be held by RBWM ICT department.
- RBWM Financial Control: If you make payments on self-service kiosks, we will share the information you enter with RBWM Financial Control department to process your payments.
- Parkwood Leisure services have access to Advantage Card data at the leisure centres in the Borough.
https://www.parkwoodleisure.co.uk/Content/files/Parkwood_Leisure_Privacy_Policy230518.pdf
- RBWM Complaints team: Compliments and Complaints are shared internally with the RBWM Complaints team.
- Data is shared for the provision of council services with third party providers (Veolia, Volker, Parkwood, Northgate, Optalis, Achieving for Children and internal council departments).
- Staff DBS (Disclosure and Barring Service) data is shared with schools that we work with.
- [Constant Contact](#): If you have consented to receive marketing, you will be sent the Library and Resident Services e-newsletter. We will share your library membership number and email address with our email marketing provider Constant Contact. Data shared with Constant Contact is held in the

USA. Constant Contact are members of Privacy Shield a US data protection agreement designed to offer the same level of protections as the European standards. <https://www.constantcontact.com/uk/legal/privacy-statement>

- [Library Elf](#): If you choose to subscribe to loan reminder emails from Library Elf, we will share your library loan and reservation information with Library Elf. Data shared with Library Elf is held in the USA. <https://www.libraryelf.com/base/Privacy.aspx>
- [Rakuten OverDrive](#): If you choose to borrow e-books or e-audio books, we will share your library account number and membership status with our e-lending provider OverDrive, to authenticate that you are a valid RBWM library member. Data shared with OverDrive is held in the USA. <https://company.cdn.overdrive.com/policies/privacy-policy.htm>
- [Talking Tech](#): If you use our 24 hour library renewal line (0303 123 0035), we will share your loan and reservation information with Talking Tech. <https://www.talkingtech.com/privacy-policy/>
- National Fraud Initiative (NFI)
- Your personal data may be shared where required to do so by law e.g. the prevention and detection of crime.

How long we store your information:

- Your data will be held for 2 years after your membership expires. If you have not used the library in that time and your account is clear of money or items owing your data will be anonymised. Anonymising a record removes anything that could be used to identify a person but retains the loan history. You would need to join again to use the library service. Information is held for 7 years if there are items or monies outstanding.
- Information about Public Computer usage is stored for 1 year.
- Customer Contact face to face booking system data is stored for 2 years.

- Concessionary Bus Pass personal data is accessible for 5 years while the pass is valid. After this time the data becomes inactive and not accessible.
- Advantage Card data is kept on the system until the customer informs us they are leaving the borough, at which time we would cancel the card.
- Please ensure your data is correct by logging on to <https://rbwm.spydus.co.uk/> and checking your account. You can update your details in any RBWM library.

If you would like us to remove you from our database please email dpa@rbwm.gov.uk

Removal from our database will mean you are no longer a member of RBWM Libraries and cannot use our services. You cannot be removed from the database if you have monies or items outstanding.

Does your service utilise automate decision making? – No