




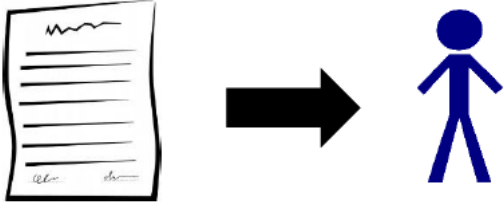



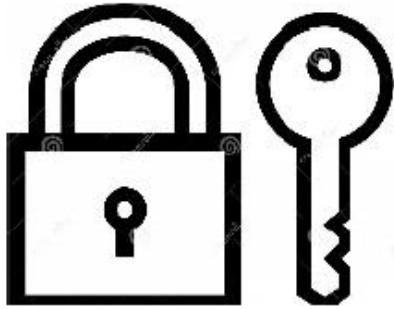
Kent County Council Adult Social Care and Health Directorate

Privacy Notice for Participants of KCC Infant Feeding Strategy Development

EASY READ

 	<p>Who are we?</p> <p>We are Kent County Council (KCC).</p> <p>Kent County Council (KCC) has asked Better Breastfeeding to help us to develop a strategy for infant feeding. This will involve working with mothers who have a baby under the age of 3.</p> <p>This project will run from July 2023 until December 2023.</p> <p>This is a shorter easy read document of the full privacy notice. You can read the full notice on our website. Details are at the end of this document.</p>
	<p>There is a law called Data Protection and the United Kingdom General Data Protection Regulation (UK GDPR). This law means we must tell you:</p> <ol style="list-style-type: none">1. What personal information we collect2. How we get your personal information3. How we use your personal information4. Who we can share your personal information with
	<p>What personal information we collect</p> <ul style="list-style-type: none">• Name• Email address• Phone number• Your postcode when you gave birth• Your age• Where you gave birth• When your baby/babies were born

	<p>Special types of personal information we collect are:</p> <ul style="list-style-type: none"> • Your ethnicity • Your accessibility, dietary and health requirements. • Your experience of feeding your baby.
	<p>Reasons we can record and use your information:</p> <p>We will only collect and use your information when you have told us it is okay to do this.</p>
	<p>How we get your personal information</p> <p>We get this information from:</p> <ul style="list-style-type: none"> • What you tell us when we work with you • Or if you complete our online survey.
	<p>How we use information about you</p> <p>We use information about you to:</p> <ul style="list-style-type: none"> • run the project, e.g. running the prize draw for our survey, making contact with you to invite you to sessions or sending you updates. • make sure our sessions are easy for you to come to and that we look after your needs. • Make notes of our conversations so that we can remember what we have talked about. • Ensure that our project includes everyone.



Keeping your personal information safe

We have security which prevents information from being accidentally lost or used in the wrong ways.

We only let people see your information if they have a work reason to know it.

Anyone seeing your information must do it confidentially. This means that they must not share it unless there is a good reason, such as if you or somebody else's safety is at risk.



Who we share your personal information with:

The provider, Better Breastfeeding, will collect and keep your data safe. Better Breastfeeding will share some information with KCC and other organisations we are working with, and they will publish some of the final work, but we won't include your name or any of your personal information.

We must share personal information with the Police if we are asked to by law.



We will not keep information about you for longer than it is needed.



Your Rights

Under the UK GDPR you have rights to:

- Know what we are doing with your information and why we are doing it.
- Ask to see what information we have about you (Subject Access Request).
- Ask us to correct any mistakes in the information we have about you.
- Make a complaint to the Information Commissioners Office.

	<p>You may withdraw your consent at any time by emailing hannah@betterbreastfeeding.uk</p> <p>You can get more information about your rights and the United Kingdom General Data Protection Regulation from the UK Information Commissioners Office (ICO). For more information visit https://www.kent.gov.uk/about-the-council/about-the-website/privacy-statement</p>
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For the full document and more information please see the [Participants of KCC Infant Feeding Strategy Development privacy notice](#).