
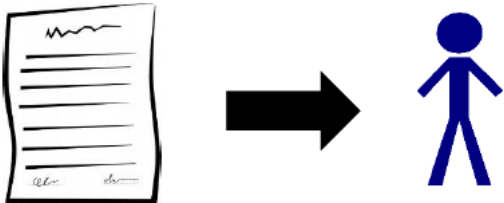

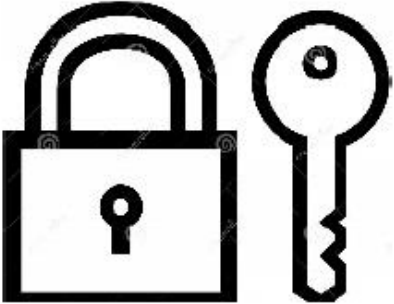





# Kent County Council - Adult Social Care and Health Directorate.

## Privacy Notice for participants of the Kent County Council Specialist Infant Feeding Support Review – Easy Read.

 	<p><b>Who are we?</b></p> <p>We are Kent County Council (KCC).</p> <p>Kent County Council (KCC) has asked Better Breastfeeding to review hospital infant feeding support. This will involve working with mothers who have a baby under the age of 3.</p> <p>This project will run from September 2025 until March 2026.</p> <p><b>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.</b></p>
	<p><b>There is a law called Data Protection and the United Kingdom General Data Protection Regulation (UK GDPR).</b></p> <p><b>This law means we must tell you:</b></p> <ol style="list-style-type: none"><li>1. What personal information we collect.</li><li>2. How we get your personal information.</li><li>3. How we use your personal information.</li><li>4. Who we can share your personal information with.</li></ol>
	<p><b>What personal information we collect:</b></p> <ul style="list-style-type: none"><li>● Name.</li><li>● Email address.</li><li>● Your postcode when you gave birth.</li><li>● Your age.</li><li>● Where you gave birth.</li><li>● When your baby/babies were born.</li><li>● What level of school or college you've completed.</li></ul>

	<p><b>Special types of personal information we collect are:</b></p> <ul style="list-style-type: none"> <li>• Your ethnic background.</li> <li>• Your accessibility and food requirements.</li> <li>• Your experience of feeding your baby, and if necessary, details about your health.</li> </ul>
	<p><b>Reasons we can record and use your information:</b></p> <p>We only use your details if you agree. For sensitive details, we need your clear agreement.</p>
	<p><b>How we get your personal information.</b></p> <p>We get this information from:</p> <ul style="list-style-type: none"> <li>• What you tell us when we work with you.</li> <li>• Or if you complete our online survey.</li> </ul>
	<p><b>How we use information about you.</b></p> <p>We use information about you to:</p> <ul style="list-style-type: none"> <li>• run the project, e.g. inviting you to sessions or sending you updates.</li> <li>• make sure our sessions are easy for you to come to and that we look after your needs.</li> <li>• make notes of our conversations so that we can remember what we have talked about.</li> <li>• ensure that our project includes everyone.</li> </ul>
	<p><b>Keeping your personal information safe.</b></p> <p>We have security which prevents information from being accidentally lost or used in the wrong ways.</p>

	<p>We limit access to your personal information to the people who need it to make your care and support better.</p> <p>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 is at risk.</p>
	<p><b>Who we share your personal information with:</b></p> <p>Better Breastfeeding will 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. However, this information won't include your name or any of your personal information.</p> <p>We must share personal information with the Police if we are asked to, by law.</p> <p>Your information is stored in software by providers Microsoft and Dovetail. These providers have servers in the Republic of Ireland and the Netherlands. However, your information will not be sent outside of the UK or the European Economic Area (EEA).</p>
	<p><b>How long your information will be kept.</b></p> <p>We will not keep information about you for longer than it is needed. This will be for 6 months after the report is sent to KCC and other organisations. Some information that cannot identify you will be kept for up to 5 years, if we need to use it for a specific reason, such as for education.</p>
	<p><b>Your Rights.</b></p> <p>Under the UK GDPR, you have rights to:</p> <ul style="list-style-type: none"> <li>• Know what we are doing with your information and why we are doing it.</li> <li>• Ask to see what information we have about you (Subject Access Request).</li> </ul>

- Ask us to correct any mistakes in the information we have about you.
- Ask us to remove you from any direct marketing.
- Make a complaint to the Information Commissioners Office.

Depending on the reason we hold your information, you may also be able to:

- Ask us to delete any information we hold about you.
- Ask us to send your information to yourself or another organisation.
- Disagree with decisions we make that affect you.
- Disagree with the way we use your information.
- Ask us to stop using your information in certain ways.

We will aim to respect your request, but there may be some occasions where we must keep or use your information to meet our legal duties.

You can get more information about your rights and the United Kingdom General Data Protection Regulation by visiting the Information Commissioner Office's (ICO) website: [Information Commissioner's Office](#).

You may withdraw your consent to your information be used at any time by contacting Better Breastfeeding in the following ways:

**Email:** [hannah@betterbreastfeeding.uk](mailto:hannah@betterbreastfeeding.uk).

**Telephone:** 07790 032620.

**Postal address:** Better Breastfeeding  
49 Kelsey Lane, Beckenham, BR3 3NF.

The [KCC GDPR privacy notices](#) page provides access to the [full version of this privacy notice](#).