



FAIR PROCESSING NOTICE

A | WHO WE ARE

Soundings is a consultation and communications company, based in London.

B | WHAT WE DO

We are appointed by This Land Ltd to carry out public consultation on the The Goodsyard.

C | WHY WE COLLECT YOUR PERSONAL DATA

We collect your personal data for the purposes of community consultation for the Soham Eastern Gateway only. We only share this information with This Land Ltd. We don't share your data with any third parties.

D | HOW WE COLLECT YOUR DATA

We collect your data on the basis of consent, this means that you must give us permission to process your data. If you have previously given us consent to contact you about a specific consultation project, we will continue to hold your contact details on the basis of legitimate consent if the project is still live, or completed less than two years ago.

E | WHAT TYPE OF PERSONAL DATA DO WE COLLECT, AND WHY?

TYPE OF PERSONAL DATA	DETAILS	WHY
Contact Information	Name Email Phone Number Address	To keep you informed of upcoming events, and project updates.
Postal Address	Address, Postcode	To develop an understanding of where you live or work. This is really important in helping to identify and understand local issues.
Demographic Information	Age Gender Ethnicity	Any demographic information collected assists us in determining which sections of the community are responding, and whether any groups are missing. This information is not associated with you individually.
Website Address	URL, Browser, Dates of interactions	To understand group or corporate views.
Personal Opinions	Political opinions Religious opinions	Soundings do not collect political or religious opinions from individuals. Occasionally people may share these opinions incidentally. Soundings recognise this as sensitive personal data.



FAIR PROCESSING NOTICE STORY BOARD

E | WHAT HAPPENS WITH THIS PERSONAL DATA?

Database

A small project team will database the personal data you have shared with us.

Storage

Your digital personal data and any physical copies are held securely by Soundings.

Reporting

Personal data is anonymised within our reports unless explicit permission is granted by you.

Retention period

With your permission, which we will verify on a yearly basis, Soundings will hold your personal data for up to two years after the project's completion. Completion may be defined as the submission of a planning application, of a dialogue process, or the delivery of a particular building. This ensures that any critical information that emerges after the completion period can be made known to you.

Destruction

Following the retention period, physical and digital copies of your personal data will be destroyed.

F | YOUR RIGHTS

You have the right to access, verify or update your personal information. We will contact you at least once a year to ensure the details we hold are correct and up-to-date.

You have the right to have your personal information removed from our database should you decide not to be involved in the consultation process.

If you would like to know more about your data protection rights, please check www.ico.org.uk.

G | CONTACT

If you would like to exercise either of the above rights, or you are concerned about any personal data issue, please contact our Data Protection Officer on DPO@soundingsoffice.com