

## Privacy Policy

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## 1. Scope and Aims

- 1.1. This policy explains what we do with your personal data at Hexagon. It also covers other uses of data and your rights as a data subject. If you have any queries, please make use of the contact details at the end.
- 1.2. Hexagon is a charitable, not for profit housing association regulated by the Regulator for Social Housing (RSH). Our Information Commissioner's Officer (ICO) registration number is Z7418240.
- 1.3. Any personal data we collect about you will be strictly in accordance with UK Data Protection Legislation (including the UK General Data Protection Regulation (UK GDPR), tailored by the Data Protection Act 2018). As a data controller we are responsible for deciding how we hold and use personal information about you.
- 1.4. This privacy policy tells you what to expect when Hexagon collects and stores personal and sensitive information. It tells you about the purposes for which we will process your personal information and the legal basis for the processing ('processing' includes us keeping your personal information).
- 1.5. We collect and hold personal information about:
  - 1.5.1. Customers: This includes current, former and potential customers who live in our properties or access our support and other services and includes members of their family and people associated with them.
  - 1.5.2. Visitors: Visitors to our website and our offices, those who email, call, message us via a social media application or write to us, including anyone who makes a complaint or enquiry to Hexagon.

## 2. Equality and Diversity

- 2.1. Hexagon will implement this policy inline with our obligations under the Equality Act 2010. Data held about any of the protected characteristics must have a demonstrable purpose and will only be used to monitor and improve the service. This policy will clarify the way in which this data should be used and how we will oversee this.
- 2.2. This Policy will be enacted in line with our Vulnerable Residents and Reasonable Adjustments Policy. Hexagon offers, on request, a translation service, face-to-face meetings, documents in large print, Braille, or spoken word, and we will contact you by your preferred method. Hexagon's office has an Induction Loop System and we can arrange a sign language interpreter or lip-speaker.

### **3. What information do we collect and why?**

3.1. The personal information we collect will depend on our relationship with you and the services we are providing. We will only collect the information necessary to fulfil our obligations to you and in accordance with the legal bases set out below.

### **4. Visitors**

4.1. We will keep a record of your contact with us, whether by phone, email, in writing or in person. This may include CCTV images, recording of calls to our Contact Centre, any requests or conversations that take and noting any action taken as a result of your contact with us.

4.2. For visitors to the website, in order for our website to work correctly, we automatically collect the following information:

4.2.1. Technical information, including the Internet protocol (IP) address used to connect your computer to the Internet, your login information, make and model, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform and if you access our website via your mobile device we will collect your unique phone identifier.

4.2.2. Information about your visit, including, but not limited to the full Uniform Resource Locators (URL) and query string, clickstream to, through and from our website (including date and time), products you viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as but not limited to scrolling, clicks, and mouse-overs), methods used to browse away from the page, and any phone number used to call our customer service number and the terms that you use to search our website.

4.3. For further information, please contact us.

### **5. Customers**

5.1. When you apply to become a Hexagon customer, we obtain information to determine your housing needs.

5.2. You will provide us with information through your application form. We will also use information from third parties such as other housing providers/private landlords, your mortgage lender (if you own/have owned your own home), the Police, the Probation Service, support workers, social workers, mental health workers and credit reference agencies where appropriate to help us to assess your application.

5.3. The table below lists the type of information we collect, the purpose of collecting and the legal basis for doing so:

<b>What personal data we process</b>	<b>Our purpose for doing so</b>	<b>Our lawful justification under Article 6 UK GDPR and condition under Article 9 UK GDPR</b>
Name, address, Contact details (phone number and email address), details about your home, household and your housing needs and tenancy agreement. We can also collect your DOB, gender, national insurance number and social security number.	Allocating homes, managing our services, providing repairs.	Performance of a contract
Rent and service charge information, including details of any arrears	Allocating homes, managing our services, making financial arrangements related to your home (setting up council tax payments), informing relevant local authority departments.	Performance of a contract
Financial information, including any credit checks, income details, bank details, housing benefit information & any guarantor details, such as bank statements, payslips, income details	To make financial arrangements related to your home, such as to enable automatic rent payment through direct debit or housing benefit payments, set up your council tax payments or deal with any mortgage arrangements; To set up arrangements relating to your home, such as informing the Local Authority departments of your tenancy arrangements for council tax and housing benefit purposes To help other people or companies to provide services or utilities to your home or to contact you. This may include where they need to contact you when you first move in to set up payments or about any unpaid bills while you live at	Performance of a contract, Legal Obligation

What personal data we process	Our purpose for doing so	Our lawful justification under Article 6 UK GDPR and condition under Article 9 UK GDPR
	your home and/or after you leave your home;	
References received about you (e.g. from your employer or previous landlord).	Allocating homes, managing our services, administration	Performance of a contract
Medical information & emergency contact details, next of kin & any advocate, Information about any accidents or incidents which involve you or your home, disabilities or vulnerabilities	<p>To provide information to our staff to enable them to provide services to you to meet your needs and to train and protect them where necessary; We collect medical and health information, including details of mental health and disabilities, to provide appropriate services, support, reasonable adjustments, and accommodations to our tenants/residents.</p> <p>To deal with any medical or other emergencies and to carry out your wishes or requirements such as any religious or cultural wishes;</p> <p>To act in someone's best interests such as where we have concerns about a person's health or welfare and may need to involve agencies such as Social Services or the police;</p>	Legal Obligation, Substantial Public Interest, Explicit Consent, Social Protection Law or Protecting Vitals Interests in extreme circumstances
Details about your home when you apply to shared ownership	Allocating shared ownership homes.	Performance of a contract
Right to buy/acquire information	Records necessary for Right to Buy /acquire properties	Legal obligation, legitimate interest

What personal data we process	Our purpose for doing so	Our lawful justification under Article 6 UK GDPR and condition under Article 9 UK GDPR
Welfare benefit referrals, Housing benefit notifications, rent Statements	Administration of the contract	Performance of a contract, legal obligation
Information about any complaints made by you or which relate to you.	To handle and resolve issues, ensure legal compliance, improve services, and manage customer relationships effectively.	Legitimate Interest, Legal Obligation
Information regarding your marketing preferences	To deliver marketing materials such as our newsletter we make note of particular preferences	Consent
Any photographs taken of you or your property	Monitoring defects, assessing any health & safety risks, administering tenancies and security	Legitimate Interest of Organisation
Any marketing materials/photos taken at events.	To promote our services.	Your Consent
Ethnicity data, Sexual Orientation and Religious Beliefs	To ensure fair and equal access for all to our services; To help us put together statistics to give to our regulator or other government organisations	Explicit Consent for Equal Opportunities Monitoring
Convictions, proceedings and criminal acts	To respond to legal claims, to deliver our services, safeguarding, the apprehension or prosecution of offenders	Performance of a contract, social protection law, legal obligation, employment law, prevention and detection of crime
CCTV footage	For the prevention and detection of crime	Legitimate Interest
Call Recordings	To improve our services	Legitimate Interest

## 6. How will we collect this information?

6.1. We collect most of our information directly from you, including when you apply for one of our properties or services, complete one of our forms, when you write, email or meet with us, or respond to a survey. We may also process information that you post on social media about us if it relates to a situation that we need to be aware of and/or take action on.

- 6.2. We also collect information through our ongoing contact and correspondence with you, and with other support agencies which relate to you, and from people associated with you such as family, friends and neighbours or your representatives such as lawyers or solicitors.
- 6.3. Calls to our offices might be recorded. We may also record incoming and outgoing calls in our Contact Centre.
- 6.4. At some schemes and offices we also have Closed Circuit Television (CCTV) surveillance cameras to record events in public areas
- 6.5. If you provide us with personal information relating to members of your family or your associates we will assume that you do so with their knowledge and consent.
- 6.6. We may also use the information to contact you about other products or services Hexagon offers, for example if you attend a conference that we run annually then we will send you information about other conferences. If you register your interest for one of our events we will retain your email address to keep you informed of other future events and activities that we feel may be of interest to you.
- 6.7. Most information we hold will be collected from you directly, however we may from time to time collect information from third parties such GPs, social workers, members of your family, courts, police, social services, mental health teams, neighbours, members of the public, employers, the National Anti-Fraud Network and other agencies.

## **7. Our legitimate interests**

- 7.1. Certain information is processed as it is deemed to be in Hexagon's business or commercial interests. When we rely on any legitimate interest, we will ensure that we take a balanced approach and have appropriate safeguards in line with your expectations. If we rely on any legitimate interest, we will tell you what that is.
- 7.2. Our legitimate interests include:
  - 7.2.1. Having appropriate security, for our offices and on our sites. This includes CCTV and identification photographs.
  - 7.2.2. Handling and investigating complaints.
  - 7.2.3. Keeping our records up to date.
  - 7.2.4. Collecting unpaid debt.

7.2.5. Recording threatening behaviour.

7.2.6. Appending data from other sources.

7.2.7. Official communications.

7.2.8. Keeping our records up to date, working out which of our products and services may interest you and telling you about them.

7.2.9. Seeking your consent when we need it to contact you.

7.2.10. Sharing your information with local utilities providers in the event of unpaid debts.

## 8. Who will we share your information with?

8.1. Where information is used for the reasons listed above, we may need to share the information with other organisations about you and your household. When we pass on personal data to a third-party, we will make sure suitable data protection processing or sharing agreements are in place as required. Details in the table below:

Who we share your information with	The purpose for sharing it	Our justification for sharing
Companies which provide services or utilities to your home (such as the gas, electric or water board) and the relevant Council Tax Department.	Payment of these services	Legitimate Interest, Legal Obligation.
People who provide services on our behalf, such as a managing agent, contractors carrying out repairs.	Fulfilling the tenancy agreement	Performance of a contract
A credit checking agency, your bank and mortgage company or other financial institutions and (where necessary) a debt collection and/or tracing agency.	Allocating and administering properties and tenancy agreements.	Performance of a contract. Where debt collection is involved, this will be in our legitimate interest.
The Housing Benefit department and other Government departments such as the	Legal requirement.	Legal obligation.



<b>Who we share your information with</b>	<b>The purpose for sharing it</b>	<b>Our justification for sharing</b>
<p>Department of Work and Pensions which provide funding for your housing or care/support services. In particular, we may be legally required to give information about any changes in your financial circumstances to the Housing Benefit department.</p>		
<p>Resident representatives and board members involved in our complaints process.</p>	<p>To improve our services</p>	<p>Legitimate Interest</p>
<p>A doctor, hospital, paramedic or health worker</p>	<p>Where you require medical attention and are unable to provide the information yourself.</p>	<p>Your consent, in line with Social Protection Laws, Amendment 85</p>
<p>Our legal advisors, the courts and the police. This may include information about antisocial behaviour, which we may also share via a joint website accessed by landlords, the police, Social Services and other bodies with the aim of reducing anti-social behaviour.</p>	<p>Reducing ASB and fraud, the prevention and detection of crime.</p>	<p>Handling legal claims</p>
<p>People or agencies who provide services to you or who work with us to provide services to you, such as your care/support provider.</p>	<p>To deliver services</p>	<p>Performance of a contract</p>
<p>The bodies involved with your care/support such as the relevant Local Authority departments, or Social Services and any alarm call centre.</p>	<p>To deliver services</p>	<p>Performance of a contract</p>
<p>The Regulator of Social Housing or other bodies which look at how</p>	<p>Legal required</p>	<p>Legal obligation</p>

<b>Who we share your information with</b>	<b>The purpose for sharing it</b>	<b>Our justification for sharing</b>
we provide services as your landlord & other people where we are legally required to provide information to them.		
Your next of kin or other people acting on your behalf in an emergency and a member of your church or religious leader, where you have requested this.	Requested	Consent
To another landlord or housing association where you are looking to move or exchange your property (e.g. where they request your details &/or a reference from us).	Requested	Legitimate interest
Relevant Local Authority departments (including housing benefit, council tax, elections, adult services, fraud teams etc.)	Legal requirement	Legal obligation.
To relevant people and authorities such as the police, adult and child protection and social services. This may include sharing information when we have concerns about a person's health or welfare or where there are investigations being carried out, such as sharing information in a case conference with such bodies and other parties involved (such as teachers, nurses, etc.,) or where we have concerns about possible criminal activity.	Social Protection, Prevention and Detection of Crime.	Social Protection, Prevention and Detection of Crime.
Companies who process information on our behalf such as an external mailing company (who send out our newsletter), our	To enhance our services.	Legitimate Interest

Who we share your information with	The purpose for sharing it	Our justification for sharing
archiving company, our confidential waste disposal company. providers of our information technology services or software.		

8.2. When we share data, we do so within the guidelines identified with UK data protection law. When data is shared with third parties such as local authorities, data is encrypted and password protected.

8.3. When we use third party contractors to provide a service, we have contracts in place that dictate the terms under which information can be processed and how it must be kept secure.

**8.4. We don't sell or provide your personal information to other organisations for their marketing purposes.**

8.5. We will not share your personal information with anyone who claims to represent you unless we are satisfied that you have appointed them or they act in some recognised official capacity.

## 9. How long will we keep your information?

9.1. We retain your data for as long is necessary to meet our legal, contractual obligations and our legitimate interests. After that point Hexagon will consider if there are other legitimate reasons we may need to retain data for a defined period. If there is no reason for Hexagon to retain the data, it will be confidentiality destroyed or anonymised in line with our retention schedules.

9.2. We have a retention schedule for all the personal data we hold that reflects this; showing how long we keep data and why. It is available on request.

9.3. To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential 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.

9.4. We will usually keep:

9.4.1. Any application for accommodation for 6 years following acceptance of the offer of accommodation.

- 9.4.2. Housing benefit notifications and rent statements for 2 years.
- 9.4.3. Information on your tenancy file for 6 years following the end of your tenancy with us.
- 9.4.4. Care plans and related documents permanently, or until transferred to a subsequent provider.
- 9.4.5. Recordings of calls are kept for up to 1 year and calls that are deemed abusive or threatening are kept until any investigation or legal action is completed.
- 9.4.6. CCTV video footage is kept for 30 days unless the footage is being used to investigate an alleged crime or incident in which case it may be retained for up to 2 years following the conclusion of any investigation or legal action.

9.5. We may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes.

9.6. In some circumstances, you can ask us to delete your personal data. Please see below for more information about your right to erasure.

## **10. Marketing**

10.1. We maintain a newsletter which we periodically send to residents, containing useful news and information regarding social housing and related services. Those who have signed up to our services receive the newsletter as standard. If you would like to stop receiving the newsletter you may opt out at any time you wish by contacting us at the below details.

10.2. We also ask for people's consent to direct marketing using our standard consent forms. Further direct marketing may be conducted by post or by telephone (provided you are not on the Telephone Preference Service) under our legitimate interests.

10.3. If you would like to stop receiving any marketing material, or you would like to edit your preferences, please contact us. Unsubscribe options will also be offered on all emails.

10.4. Please note, opting out of marketing does not remove the ability for Hexagon to contact you regarding general correspondence or delivering the tenancy.

## **11. Keeping your information secure**

11.1. We store personal information both electronically and in paper form.

11.2. We implement security policies, processes and technical security solutions to protect the personal information we hold from:

- 11.2.1. Unauthorised access
- 11.2.2. Improper use or disclosure
- 11.2.3. Unauthorised modification
- 11.2.4. Unlawful destruction or accidental loss

11.3. When you contact us, we will adhere to a security process to confirm your identity before disclosing any personal information. If someone else is contacting us on your behalf (e.g. family members, support workers, solicitors) we will require evidence of your consent for us to share information with this person before we share any personal information. We do this to protect your privacy and to make sure that other people cannot find things out about you that they are not entitled to know.

11.4. Employees and third parties who have access to, or who are associated with the processing of your personal information, are obliged to make reasonable efforts to safeguard it.

## **12. Cookies and external links**

12.1. Cookies are text files placed on your computer to collect standard internet log information and visitor behaviour information. This information is used to track visitor use of the website and to compile statistical reports on website activity. You can read our Cookie Policy on our website. For further information visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

12.2. Our website may contain links to other websites run by other organisations. This privacy notice applies only to our website, so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for the privacy policies of other sites (even if you access them using links found on our site).

## **13. CCTV**

13.1. Some of our sites have CCTV (audio and visual) in place to help protect our staff, stock and clients. Signage is in place to inform people that they are in a surveillance zone. Access to our recorded CCTV footage is limited to those with the appropriate training and security clearance.

13.2. Further details are available in the CCTV Policy.

## 14. Your rights

14.1. Under the UK GDPR, you have rights regarding your personal data. These are included in the table below.

Right available	Description of right	The right in practice
Right of access	You have the right to obtain confirmation from Hexagon as to whether or not personal data concerning you are being processed, and, where that is the case, access to that personal data.	Hexagon will provide a copy of all personal data belonging to you, or specific personal data if you so require it. This will not include the personal data of any other individuals, or information regarding Hexagon's operations. We will redact where possible where exemptions apply. These may include a duty of confidentiality being in place.
Right to rectification	You have the right to oblige Hexagon to rectify inaccurate personal data concerning you. Taking into account the purposes of the processing, you have the right to have incomplete personal data completed by providing a supplementary statement.	This will only apply to inaccurate personal data; information contained on your application form or any flags placed on your record. This will not lead to any personal data which you disagree with being rectified, merely personal data which is inaccurate.
Right to erasure (right to be forgotten)	You have the right (under certain circumstances, but not all) to oblige Hexagon to erase personal data concerning you. This will never include current tenancy details as necessary to fulfil our contractual obligations, or any information we are required to process under law.	<p>The right to be forgotten only applies:</p> <ul style="list-style-type: none"> <li>• Where the personal data is no longer necessary</li> <li>• If you withdraw consent</li> <li>• If we unlawfully held your personal data</li> <li>• If you successfully object to our processing</li> <li>• If we have to follow a legal obligation to delete.</li> </ul>
Right to restriction of processing	You have the right (under certain circumstances, but not all) to oblige Hexagon to restrict processing of your personal data. For example, you may request this if you are contesting the accuracy of personal data held about you.	<p>This right only applies:</p> <ul style="list-style-type: none"> <li>• Where you contend the accuracy of any personal data until it has been made accurate</li> </ul>

Right available	Description of right	The right in practice
		<ul style="list-style-type: none"> <li>• Where you have objected to any processing whilst we present our evidence</li> <li>• If we are processing anything unlawfully and you do not wish for it to be erased</li> <li>• If we no longer need the personal data but you require the data to establish, exercise or defend a legal claim.</li> </ul>
Right to data portability	<p>You have the right (under certain circumstances, but not all) to oblige Hexagon to provide you with the personal data about you which you have provided to in a structured, commonly used and machine-readable format.</p> <p>You also have the right to oblige Hexagon to transmit those data to another controller.</p>	<p>This right only applies to data collected by automated means. As Hexagon does not currently undertake processing which is automated, we do not see any circumstances in which we would have to comply with this right. For a copy of your personal data, please carry out a subject access request instead.</p>
Right to withdraw consent	<p>If the lawful basis for processing is consent, you have the right to withdraw that consent at any time. If you wish to withdraw your consent, contact us immediately.</p>	<p>Processing based on consent is likely to be limited to photographs at events, marketing information and in certain cases ethnicity or sexual orientation information.</p> <p>Withdrawing consent will not affect the legality of any processing carried where consent was given i.e. leaflets distributed will not be recalled.</p>
Right to object to direct marketing	<p>Where your personal data are processed for direct marketing purposes, you have the right to object at any time to processing of your personal data for marketing, which includes profiling to the extent that it is related to such direct marketing.</p>	<p>This right will apply instantaneously in most instances. If you would still like to receive marketing in one particular medium, please let us know. Hexagon still reserves the right to contact you regarding important matters unrelated to marketing i.e. chasing rent arrears.</p>

Right available	Description of right	The right in practice
Rights in relation to automated decision making and profiling	Hexagon does not perform any automated decision-making based on personal data that produces legal effects or similarly significantly affects you.	Unlikely to occur in practice; Hexagon does not carry out any automated decision making based on profiling. Where profiling is carried out without automated decision making, we will inform you where it crosses a certain threshold.

14.2. Hexagon is not a scheduled body under the Freedom of Information Act and therefore does not have to respond to any requests under the Act.

14.3. When responding to a subject access request we will usually provide personal data to the requesting data subject free of charge. However, a reasonable fee may be charged to cover administrative costs if the request is excessive, repetitive or manifestly unfounded. Where exemptions apply we may refuse to provide all or some of the data. We may also refuse to comply with a request if the request is manifestly unfounded or manifestly excessive.

14.4. To ensure we protect the data of all data subjects we may need to request specific information from you to prove your identity when we assist you in the exercise of your data rights. We may also ask you for additional information to help us handle your request.

14.5. Requests in relation to your data rights can usually be actioned within one month, unless we contact you to explain it will take longer due to the complexity of your request, or if you have made a number of requests to us.

14.6. For more information about any of your rights, please visit:  
<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

## 15. Changes to our Policy

15.1. We may update this Privacy Policy from time to time by posting an amended version on our website. If at any time we decide to use your personal data in a different manner than was stated at the time it was collected, we will notify you directly via email.

## 16. Contact Information

16.1. Please contact us if you have any questions in relation with this notice or the information we hold about you:



- by email: [dprotection@hexagon.org.uk](mailto:dprotection@hexagon.org.uk)
- by phone: 020 8778 6699
- by post: Hexagon Housing Association, 130-136 Sydenham Road, London SE26 5J
- If you are not satisfied with the response you receive, you feel that your data has not been handled correctly, or you are unhappy with our response to any requests you have made to us regarding the use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office:
  - Address: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.
  - Phone: 0303 123 1113
  - Email: [casework@ico.org.uk](mailto:casework@ico.org.uk) or online at [www.ico.org.uk/concerns](http://www.ico.org.uk/concerns)