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**NORTH HERTFORDSHIRE DISTRICT COUNCIL**

**Retention Schedule – Communications**

**Communications**

**February 2020**

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## Document Control

### Retention Schedule

<b>Organisation</b>	North Hertfordshire District Council
<b>Title</b>	Retention Schedule
<b>Author</b>	Communications Service Area
<b>Filename</b>	NHDC
<b>Owners</b>	Sarah Kingsley
<b>Subject</b>	GDPR Compliance
<b>Protective Marking</b>	Unclassified
<b>Review date</b>	October 2020

### Revision History

Revision Date	Version	Previous Version	Description of Revision
October 2017	1.0		New document
October 2019 – February 2020	2.0	1.0	Annual review

### Document Approvals

This document requires the following approvals:

Sponsor Approval	Name	Date
	Sarah Kingsley	20/02/2020

### Document Distribution

Contributors

Name	Job Title	Email Address
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## 1. Introduction

### The Council's Approach to Data Management

In response to the requirements of the General Data Protection Regulations in particular Principle (e) storage limitation: 'You must not keep personal data for longer than you need it. You need to think about – and be able to justify – how long you keep personal data. This will depend on your purposes for holding the data. You need a policy setting standard retention periods wherever possible, to comply with documentation requirements. You should also periodically review the data you hold, and erase or anonymise it when you no longer need the data. You can keep personal data for longer if you are only keeping it for public interest archiving, scientific or historical research or statistical purposes.

This Retention Schedule provides a generic guidance on when data should be deleted once it is no longer in use.

The Retention Schedule is regularly reviewed in light of new guidance and best practice. Revisions may also be prompted by changes in legislation, formal guidance and relevant case law.

Further information on the Data Protection Act 2018 and associated legislation, the Freedom of Information Act 2005 and Environmental Information Regulations 2004 can be found on the Information Commissioner's Office (ICO) and the Department of Environment Food and Rural Affairs (DEFRA) websites:-

<https://ico.org.uk/>

<http://www.defra.gov.uk/corporate/policy/opengov/eir/guidance/index.htm>

The IT Departments Information & Asset Management has been charged with managing the Council's approach to Data Protection, Data Quality Issues, Data Sharing Agreements and Data Retention. The Information & Asset Team will review and manage the data retention practices within the authority and provide guidance on the legislative provisions that have a bearing on this work.

The introduction of the Data Protection Act 2018 brought about a fundamental shift in how local authorities, et al. approach the acquisition, storage, use and deletion of data, particularly when it contains personal information. This change in culture, from one that resulted in the hoarding of data to one that views data as both an asset and a potential liability, continues as local authorities face competing pressures as regards their duties under Data Protection legislation and those associated with freedom of information law.

## 3. Responsibilities of All Officers

The appropriate management of personal data is a responsibility of all employees of North Hertfordshire District Council. Accordingly, all Officers of the Customers directorate should take reasonable steps to ensure that personal and sensitive data is managed with regard to the principles of the Data Protection Act 2018 and the content of this Policy. Any breaches of this document should be report to the Communications Manager and the Data Controller without delay.

Sarah Kingsley – Manager – Communications - [sarah.kingsley@north-herts.gov.uk](mailto:sarah.kingsley@north-herts.gov.uk)  
Howard Crompton – Data Controller - [DataController@north-herts.gov.uk](mailto:DataController@north-herts.gov.uk)

#### 4. Review of this Document

This Policy will be reviewed on a regular basis to ensure that it reflects best practice. Revisions may also be prompted by changes in legislation, formal guidance and relevant case law.

Any operational problems experience in connection with the implementation of this policy should be direct to the Communications Manager so that remedial options can be identified in a timely fashion.

#### **Communications:**

The Communications team is responsible for implementing and driving forward the Communications strategy and delivering the outputs of the action plan and day-to-day functions. The team are the first port of call for journalist queries and for staff and members seeking advice on communications issues. The team are responsible for ensuring the methods of communication adopted remain appropriate and relevant. The team communicates how the Council is delivering on its objectives.

A large proportion of the work of the communications team is spent on media relations activity. This encompasses proactive press releases, responding to media enquiries, briefing executive members and liaising with the media.

The communications team manages the social media activity of the council, the council's website as well as internal communications and member communications.

The team also ensures that the Corporate Identity Guidelines, which include guidance on letterheads, business card, branding, online communications etc. are applied consistently across the organisation.

The team is responsible for delivering the Council's Consultation Strategy.

We evaluate our communications through media monitoring, social media monitoring and surveys.

<b>Activity</b>	<b>Examples of Documents</b>	<b>Personal Data Included</b>	<b>Retention Period</b>	<b>Rationale for Retention Period</b>	<b>Responsible Officer</b>
Consultations	District Wide Survey  Citizen Panel  Staff Survey  Reports	Yes	10 years		Communications Manager
Consultations	Background research papers and drafts of Reports	Yes	3 years		Communications Manager
Current Projects	Communications plans. For example;  The Local Plan,  Shared Waste service with East Herts,  Green Space Management Strategy	No	3 years		Communications Manager
Interaction with the media	Press enquiries  Press releases	Yes	3 years		Communications Manager
Internal publications	NHDC News  Team Talk  Insight	Yes	10 years		Communications Manager
Media publications	'What the Media Says' Media reports	Yes	3 years		Communications Manager
Publications for members	MIS	Yes	3 years		Communications Manager

Published work on the council	Outlook	Yes	10 years		Communications Manager
Social media analytics	Social media reports	Yes	3 years		Communications Manager
Website analytics	Dashboard reports	Yes	3 years		Communications Manager