

## Sport, Culture and Destination Service, CRM Information Sheet

The Sports, Culture and Destination Service will use this data base as the primary source of supporting businesses through the impact of the Coronavirus; it will also be an important tool to help us to provide support and information to businesses in the longer term. We plan to add cultural, creative, hospitality, events and sports businesses (including sole traders) to this database so that we can hold a single set of information in a sortable format, signpost more effectively and measure our effectiveness

### **Advice**

The information held in the database will enable us to:

- provide generic business advice.
- help businesses to access the central government schemes quickly and easily.
- provide information on Council schemes for support as they are developed.
- signpost businesses to other schemes which the Council is a party to – such as collaborative procurement initiatives.
- Provide specialist sector advice

### **Opportunities**

With your permission, the contact details you give us will:

- become an important business contact database for the future, including with the freelance workforce, that can be shared with Coventry City Council colleagues.
- provide information on sector business contacts for our partners in Warwickshire, regionally and in the voluntary sectors.

### **Insight**

The database will capture important anonymised and aggregate information that will:

- help the Sport, Culture and Destination service monitor and measure our impact in Council priority areas.
- enable us to gain insight into sector level needs, and where appropriate the specific needs of sub-sectors of the economy including in the freelance workforce.
- be shared with government departments to inform national policy.



### **What data will we collect?**

When you register your business, we will ask you to complete a brief form with your main contact details and the legal business registration details, the nature of your business and data concerning turnover, number of employees etc. If you have received any grants in the past 36 months, we will also ask you to list these.

Once you are registered, the database is used to record contact and communication that the Council has with you, for example emails or telephone conversations. Keeping a single set of information will help us to provide you with a comprehensive and coordinated response within and across Council service teams.

### **Who will we share the data with?**

**Coventry City Council** Complies with the Data Protection Act and the GDPR and is registered with the Information Commissioners Office (ICO) as a Data Controller.

The information below is a summary of how we will use and share your information. Please refer to our [Privacy Notice](#) for full information about data sharing and your rights.

Information from your *Registration form* will be available immediately to the Sports, Culture, and Destination service and the Business Investment team at Coventry City Council. There are three other ways that we may share your registration information and subsequent data:

- In the future the system may be used by other Coventry City Council colleagues and this would also be visible to them.
- We also share our data with some external organisations who are partner organisations or deliver services on our behalf, you can find the full list of these here in our Privacy Notice.
- Information that we use for the purposes of reporting and policy development may be shared with external partners, the government, and the public. However, this information will always be used in an anonymous and combined format unless we have an explicit agreement with you to share more detailed information.

**We understand that sometimes you might want to talk to us about sensitive or commercial information. If this is the case, we can mark the details as confidential so that we can limit which Council services and partners are able to access it. If you have any concerns or questions about this please do talk to us.**

You have legal rights to control what information we use and how we use it that are covered in the Coventry City Council privacy notice and the Sports, Culture and Destination Service privacy notice. You can contact the Sports, Culture and Destination Service to exercise these rights [SCD@coventry.gov.uk](mailto:SCD@coventry.gov.uk) or to submit a complaint contact [dpoteam@coventry.gov.uk](mailto:dpoteam@coventry.gov.uk).