



For Information

GDPR Social Media Privacy Statement

Adopted: 11 February 2026

Chair: Cllr. L. Jameson

Minute Ref.: 260211/10.4

The policy is administered by the Town Clerk and will be reviewed in February 2028.

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Mission Statement

Endeavour through foresight and leadership, to enhance quality of life for residents and visitors. Working to enrich and nurture opportunity to protect and improve the built and natural environment and improve community pride.

1. Introduction

Longridge Town Council uses social media platforms to share information and engage with the community. This statement explains how the Council processes personal data when using social media and how individuals' data protection rights are respected.

This statement should be read alongside the Council's **Privacy Notice, Social Media Policy, and Data Protection Policy**.

2. Data Controller

Longridge Town Council is the **Data Controller** for any personal data it processes through its official social media accounts.

3. Social Media Platforms

The Council may operate official accounts on platforms such as Facebook, X (Twitter), Instagram, or others as approved by Council resolution. Each platform operates under its own privacy policies and terms. Users are encouraged to review the privacy information provided by the relevant platform.

4. What Personal Data We Process

The Council may process the following types of personal data via social media:

- Names and usernames.
- Profile information made publicly available by users.
- Comments, messages, and replies sent to the Council.
- Images or videos where individuals are identifiable.
- Interaction data (e.g. likes, shares, replies).

The Council does **not** seek to collect excessive or unnecessary personal data via social media.

5. Lawful Basis for Processing

The Council processes personal data on social media under the following lawful bases:

- **Public Task** – where processing is necessary to perform the Council's statutory functions
- **Consent** – where required, for example when publishing identifiable images
- **Legal Obligation** – where records must be retained under FOI or audit requirements

6. How We Use Personal Data

Personal data may be used to:

- Respond to enquiries or comments.
- Provide information about Council services or activities.
- Promote events or community engagement.
- Meet transparency, record-keeping, or legal obligations.

Social media is **not** used to process formal complaints or service requests.

7. Images, Video and Children

- Images or video featuring children or vulnerable adults will not be published without appropriate consent.
- Where images are taken at public events, signage or notices will be used where reasonably practicable.

8. Moderation and Public Comments

Comments and messages posted on Council social media accounts are public.

The Council moderates' content in accordance with its **Social Media Moderation Policy**.

Content may be removed if it is abusive, discriminatory, defamatory, or otherwise unlawful.

9. Data Retention

Personal data processed via social media may be retained:

- In line with the Council's **Document Retention Schedule**
- Where required for audit, FOI, or legal purposes

Messages or comments may be captured and stored outside the social media platform where necessary.

10. Sharing of Data

The Council does not routinely share personal data obtained via social media with third parties, unless:

- Required by law.
- Necessary for the performance of statutory duties.

11. Your Data Protection Rights

Under UK GDPR, individuals have the right to:

- Access their personal data.
- Request rectification or erasure.
- Restrict or object to processing.
- Lodge a complaint with the Information Commissioner's Office (ICO).

Requests should be made to the Council via its published contact details.

12. Direct Messaging

Messages sent to the Council via social media may be:

- Monitored during normal office hours
- Redirected to email or other official channels where appropriate

Sensitive or confidential information should **not** be sent via social media.

13. Changes to This Statement

This statement will be reviewed periodically and updated to reflect changes in legislation, guidance, or Council practice.