



Privacy Notice for Involved Residents

Who are we?

East Midlands Housing Group Limited ('emh Group') is a registered co-operative and community benefit society with registration number 30476R and operates as a non-asset owning parent company, with two largely ring fenced functional divisions: emh Housing and Regeneration Limited, trading under the name 'emh homes', which is a Registered Provider regulated by the Regulator of Social Housing (registration number 4775) and emh Care & Support Limited, whose regulated activities fall within the remit of the Care Quality Commission. Midlands Rural Housing & Village Development Association Limited and Sharpes Garden Services Limited, are non-registered providers which are also subsidiaries within emh Group.

For the purposes of this privacy notice, when we say "emh", "we", "us" or "our", we are referring to East Midlands Housing Group Limited and its subsidiaries. For a list of the entities within the emh group, please see: [meet the emh group Board | emh group - emh group](#).

Similarly, the term 'involved resident' means residents who are members of, or apply to, our resident scrutiny panel or other engagement groups for the purpose of this privacy notice.

This Privacy Notice is supplementary to, should be read in conjunction with, and does not amend and/or replace the following:

Privacy Notice for Customers and Residents

Our Privacy Promise

We promise: To keep your data safe and secure and to treat any data concerns you may have as a priority

What is the purpose of this notice?

This privacy notice aims to give you information about how we collect and process your personal information throughout your participation as an involved resident of emh. It makes you aware of how and why your personal information will be used, how long it will usually be retained for, and the rights available to you under the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, the Data Use and Access Act 2025 and any subsequent legislation or regulatory requirements in force from time to time, or any successor legislation.

This notice primarily covers how we use information relating to residents who apply for, take part in, or support resident involvement, scrutiny, consultations, panels and engagement activities with emh. In these cases, we will be the "data controller" for the purposes of UK data protection law.



What information do we collect about you?

We will use relevant personal information already stored by emh homes in relation to providing you with our core services. When we do this, it is to avoid duplicating the collection of your personal information. For further information about how we process your information more generally, please refer to our **Privacy Notice for Customers and Residents**.

In addition, in the course of your application and recruitment as an involved resident, we may collect the following information:

- relevant details of your skills and past experience; and
- relevant details which may affect your eligibility to participate in involvement or engagement groups, for example, relating to your tenancy or the services you receive from us.

Should you participate formally in the resident scrutiny panel or other engagement groups, in addition to the information collected at interview and recruitment stage, we may collect:

- details of your participation in the resident scrutiny panel or a community of interest, such as the dates your involvement starts or the positions you hold;
- agendas and minutes of your contribution to panel or community of interest meetings;

We do not use automated decision making or profiling however there may be occasions where inadvertently we identify special category information about you. For example, your ethnicity, religion, sexual orientation or disability may be evident from:

- Photographs
- Video footage or other recordings
- Face to face meetings
- Statements you provide to us
- Declaration of Interests.
- Social media.

How We Use Your Personal Data

We only collect and use personal information where we have a valid legal basis for doing so. The sections below explain what data we process, why we process it, and the legal basis that applies.



Consent

Where you have given us your clear consent, we may process personal information such as contact details, communication preferences, accessibility requirements, photographs, video or audio recordings, case studies, quotes, and any special category information you choose to share for involvement purposes. We use this information to contact you about involvement opportunities, arrange training or events, provide adjustments or support for participation, include you in surveys, consultations or engagement activities you have opted into, and, where agreed, publish resident stories, feedback or promotional material. You may withdraw your consent at any time, although this will not affect the lawfulness of any processing carried out before your consent was withdrawn.

Legal Obligation

We may process relevant personal information where this is necessary for compliance with legal and regulatory obligations to which we are subject. This may include obligations relating to equality monitoring, complaint handling, safeguarding, health and safety, fraud prevention, record keeping, and responding to lawful requests or disclosures required by regulators, courts, law enforcement agencies or other public authorities.

Legitimate Interests

We may process personal information where this is necessary for our legitimate interests as a housing provider and engagement organisation, provided those interests are not overridden by your interests, rights and freedoms. This includes recruiting and supporting involved residents, planning and administering panels or engagement groups, communicating with you, recording attendance and contributions, preparing agendas and minutes, arranging training, improving our services through resident insight, handling feedback and complaints, and maintaining the safety, continuity and integrity of our services and systems.

When do we share your information?

Recipient/Category of organisation	Purpose of sharing
Other companies within emh Group	Where necessary to provide services to you, administer resident involvement activities, and support internal operational, governance and compliance requirements.



Other actively involved residents	To support resident involvement activity where limited contact information needs to be shared so involved residents can work together effectively.
Contractors and sub-contractors	To enable third parties acting on our behalf to provide services, training, support, administration or related operational functions. These parties are required to protect your information and only use it for authorised purposes.
Third party service providers	In connection with services performed on our behalf, including administration, IT, communications, engagement support and related business functions.
Regulators, courts, law enforcement agencies and other public authorities	Where required to comply with legal or regulatory obligations, including safeguarding, complaint handling, fraud prevention, the detection and prevention of crime, or responding to lawful requests.
Auditing bodies and organisations administering public funds	For the purpose of audit, accountability, fraud prevention and the lawful administration of public funds.
Third parties involved in a business transfer, sale, merger or acquisition	If our business changes, your personal information may be shared with the new owners or merged organisation, who may use it in the same way as described in this privacy notice.

We will only share your personal information where there is a lawful basis to do so, and we will ensure that appropriate contractual, organisational and technical safeguards are in place.

How do we keep your information secure?

We have in place appropriate technical and organisational security measures designed to protect personal information against accidental loss, unauthorised access, use, alteration or disclosure. For further information about how we keep your information secure, please see our general **Privacy Notice for Customers and Residents**.



How long do we keep your information for?

We will only retain your personal information for as long as is necessary to fulfil the purposes for which it was collected, including to satisfy any legal, regulatory, accounting or reporting requirements. For further information, please see our general **Privacy Notice for Customers and Residents**.

Access to and correction of the information we hold about you

For further information, please see our general **Privacy Notice for Customers and Residents**.

Your rights

Under data protection law, you may have rights including:

- **The right of access** – you have the right to ask us for copies of your personal information.
- **The right to rectification** – you have the right to ask us to correct personal information you think is inaccurate or complete information you think is incomplete.
- **The right to erasure** – you have the right to ask us to erase your personal information in certain circumstances.
- **The right to restriction of processing** – you have the right to ask us to restrict the processing of your personal information in certain circumstances.
- **The right to object to processing** – you have the right to object to the processing of your personal information in certain circumstances.
- **The right to data portability** – you have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.
- **The right to withdraw consent** – where we rely on consent as the lawful basis for processing, you have the right to withdraw that consent at any time.

Some of these rights are subject to exemptions or limitations under data protection law. If you would like to exercise any of these rights, please contact us using the details in the **How to contact us** section below.

Complaints

We take any complaints we receive about the collection and use of personal information very seriously. We encourage you to bring it to our attention in the first instance if you think that our collection or use of information is unfair, misleading or inappropriate. You can make a complaint at any time by contacting us (see **How to contact us** below).

Under the Data Use and Access Act 2025, there is a right to complain to us first before going to the Information Commissioner's Office. We will do our best to resolve any concern you



raise. If you still think our collection or use of personal information is unfair, misleading or inappropriate, or if you have concerns about the security of your personal information, you also have the right to make a complaint to the Information Commissioner's Office.

Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

How to contact us

Please contact us if you have any questions about our privacy policy or the information we hold about you. You can do so via one of the contact details below:

- **Email:** dataprotection@emh.co.uk
- **Post:** Governance, Risk & Assurance Team, Memorial House, Stenson Road, Coalville, Leicestershire, LE67 4JP.
- **Telephone:** 01530276000

We have appointed a Data Protection Officer to oversee our compliance with this privacy notice. If you have any questions about this privacy notice or how we handle your personal information, please contact our Data Protection Officer using the details above.

Privacy Notice updates

Our Privacy Notice will be regularly reviewed, and it may change at any time in the future, we encourage you to check this Privacy Notice regularly.