

Privacy notice 23: Customer feedback on KFRS' services

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This notice is one of a set which explain what data we collect, store and process to provide our services to customers. It also sets out the legal basis we are using for collecting and processing the data stated.

It should be read alongside the related privacy notices listed below, all of which can be found here: <https://www.kent.fire-uk.org/privacy-policy>

- Privacy notice 20: Consultations, information requests, freedom of information and data subject access requests
- Privacy notice 21: Feedback, engagement and consultation with employees
- The overall privacy notice

Our contact details

Kent Fire and Rescue Service
The Godlands
Straw Mill Hill
Tovil
Maidstone
ME15 6XB

Email: data.protection@kent.fire-uk.org

Telephone: 01622 692121

Why we collect and use personal data

This notice covers the provision, processing and re-use of personal data provided directly by customers giving feedback on a service they have received from the Authority. This includes customers making a complaint, providing a compliment or a comment about one of our services. The data is held by the Authority for the purpose of monitoring and improving the quality of the services it provides.

Data is collected via forms, email, correspondence or verbally. Data is collected directly from the customer or via a third party platform, for example via an on-line questionnaire.

We may also commission external specialist agencies to collect personal data on our behalf, for example by undertaking surveys, interviews or focus groups. In addition, we may re-use existing personal data that we currently hold, such as personal data relating to incidents that

we have attended or where we have visited someone at home, in order to contact customers to invite feedback on the service they received.

The types of personal data we collect and process

Our customer feedback activities will use data held by the Authority generated from the services it delivers or provided directly by customers, for example someone making a complaint or giving a compliment. The types of personal data that we may collect and process include:

- Name
- Contact details, such as address, telephone numbers and email address
- Protected characteristics under the Equality Act 2010 (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity race, religion or belief, sex, and sexual orientation)
- Online identifiers such as IP addresses and cookie identifiers; and other identifiers from which inferences as to your identity could potentially be made, such as voice and video call recordings and details that are unique to you.

Our lawful reasons for collecting and processing personal data

The lawful bases for processing personal data are set out in [Article 6\(1\) of the UK GDPR](#). These are as follows:

(a) Consent: the individual has given clear consent for you to process their personal data for a specific purpose.

(b) Contract: the processing is necessary for a contract you have with the individual, or because they have asked you to take specific steps before entering into a contract.

(c) Legal obligation: the processing is necessary for you to comply with the law (not including contractual obligations).

(d) Vital interests: the processing is necessary to protect someone's life.

(e) Public task: the processing is necessary for you to perform a task in the public interest or for your official functions, and the task or function has a clear basis in law.

(ea) Recognised legitimate interests: the processing is necessary for the purposes of a recognised legitimate interest. These conditions are set out in Schedule 4, Annex 1 of the Data (Use and Access) Act 2025, which was added to the UK GDPR in 2025.

This additional lawful basis was implemented through Section 70 of the Data (Use and Access) Act 2025.

(f) Legitimate interests: the processing is necessary for your legitimate interests or the legitimate interests of a third party, unless there is a good reason to protect the individual's personal data which overrides those legitimate interests. NB: This cannot apply if you are a public authority processing data to perform your official tasks.

We may collect and use personal data to seek feedback on the services we provide to ensure that our standard of customer service meets the standards set out in our policies. We

will obtain your consent when collecting personal data directly from you and the use of that data. We will rely on **consent** (UK GDPR Article 6(a)) as the legal basis for these activities.

There is a requirement placed upon us to meet the Public Sector Equality Duty as set out in Section 149 of the Equality Act 2010. As part of this we actively seek to remove barriers to services in order to improve access to our services. In order to assist us in this, we may seek to gather information about some protected characteristics of our customers.

Sometimes we may use existing data held by the Authority. When we do this we may reuse existing personal data for a purpose that differs from the original purpose of the processing of that personal data – for example to contact customers to ask them about the level of service they received when we attended a fire or other emergency. If we do so, we will obtain your **consent** to process this data further and rely on the consent legal basis where practicable.

No personal data will be published.

Special category data

[Article 9 of the UK GDPR](#) covers special category data. Special category data is personal data that needs more protection because it is sensitive. The nine types of special category data are as follows:

- personal data revealing racial or ethnic origin;
- personal data revealing political opinions;
- personal data revealing religious or philosophical beliefs;
- personal data revealing trade union membership;
- genetic data;
- biometric data (where used for identification purposes);
- data concerning health;
- data concerning a person's sex life
- data concerning a person's sexual orientation

Among the data on protected characteristics that we might collect, the following meet the definition of special category data:

- disability
- pregnancy and maternity
- race
- religion or belief
- sexual orientation
- health data (medical conditions/physical and cognitive impairments)

In order to lawfully process special category data, we must identify both a lawful basis under Article 6 of the UK GDPR and a separate condition for processing under Article 9. There are ten conditions for processing special category data, which are as follows:

- (a) Explicit consent
- (b) Employment, social security and social protection (if authorised by law)
- (c) Vital interests (of the data subject)
- (d) Not-for-profit bodies
- (e) Made public by the data subject
- (f) Legal claims or judicial acts
- (g) Reasons of substantial public interest (with a basis in law)
- (h) Health or social care (with a basis in law)
- (i) Public health (with a basis in law)
- (j) Archiving, research and statistics (with a basis in law)

In relation to any special category data, we rely on the **explicit consent** condition as set out in Article 9(2)(a) of the UK GDPR. We will ensure that consent is freely given, specific, affirmative (opt-in), unambiguous, and able to be withdrawn at any time.

Because we rely on the explicit consent condition, we do not need to prepare an appropriate policy document, as this is only necessary when relying on the following Article 9 conditions for processing: (b) Employment, social security and social protection (if authorised by law); or (g) Reasons of substantial public interest (with a basis in law).

Who might we share your data with?

We will not normally share any personal data derived from this activity. Outcomes of feedback will normally be aggregated or fully anonymised before publication. If we do identify the need to share personal data, for example in order to investigate or resolve a complaint, we will always obtain your consent to do so.

If you make an appeal to the ombudsman about the outcomes of a complaint we may be obliged to share information with the ombudsman as they fulfil their legal duty.

Where is the data stored?

Data relating to customer feedback will be stored within the Authority's document management system, which is hosted on a cloud-based server system. Additionally some data may be held securely in third-party systems, for example on-line surveys.

How long will we hold your data for?

Personal data collected for feedback purposes will be retained in accordance with the periods set out in section 1 of our Publication and Retention Scheme (<https://www.kent.fire-uk.org/freedom-information-foi>)

What are my data protection rights?

Under data protection law, you have the following rights:

Your right of access

You have the right to ask us for copies of your personal information. You can ask to see it by making a subject access request. Guidance for making a request is available here:

<https://www.kent.fire-uk.org/freedom-information-foi>

Your right to rectification

You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure

You have the right to ask us to erase your personal information in certain circumstances.

Your right to restriction of processing

You have the right to ask us to restrict the processing of your personal information in certain circumstances.

Your right to object to processing

You have the right to object to the processing of your personal information in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

If you wish to make a request, please contact us at:

Email: data.protection@kent.fire-uk.org

Telephone: 01622 692121

Address:

Kent Fire and Rescue Service
The Godlands
Straw Mill Hill
Tovil
Maidstone
ME15 6XB

How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us using the contact information above.

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office
Wycliffe House

Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>