

## BBC Radio Orkney Children in Need Auction 2025 Privacy Notice

Your trust is very important to us. This means the BBC is committed to protecting the privacy and security of your personal data. It is important that you read this notice so that you are aware of how and why we are using such personal data. This privacy notice describes how we collect and use personal data about you during and after your relationship with us, in accordance with data protection law.

### **Why are we doing this and how can you participate?**

BBC Radio Orkney will be presenting a six-hour live music program and auction to raise money for BBC Children in Need.

The items that are open for bidding consist of donated packages, experiences and services from UK and international businesses and will be available to view on the auction's Facebook page.

To participate, you can call the telephone number announced on air during the program and place your bids on the items.

If your bid is successful, the BBC will notify you by telephone at the earliest opportunity to confirm the amount of the Winning Bid, details of the Items, and to arrange payment and collection. To assist in maintaining the integrity of the Auction, the BBC reserves the right to telephone bidders during the Auction in order to make standard checks.

If your bid is successful and you consent to it, we may read out your name and the town you live in, live on air during the radio programme. If you prefer we don't read it out, you can remain anonymous.

If we broadcast your contribution on-air, this may include the programme being available online and/or on demand, and your contribution may be used again in a future broadcast.

When you contribute to the BBC, we may use your contribution in our programmes or content, but we cannot promise to use everything that we receive. If we broadcast your contribution, this may include the programme being available online and/or on demand, and your contribution may be used again in a future broadcast. It may also include use on the BBC's social media channels.

We may use your contribution for promotional purposes on the BBC's social media sites.

For information in relation to how the BBC will process your personal data where you are providing contributions to our programmes, please see our Privacy Notice for Contributors [here](#).

### **What personal data will BBC collect and how will we use it?**

You must be 18 years or older to participate in the auction.

The BBC will collect and process the following **personal data** for the purposes of administering the auction:

- Name
- Telephone Number
- Place of residence

### **Who is the Data Controller?**

The BBC is the “Data Controller” of your personal data. This means that the BBC decides what your personal data is used for, and the ways in which it is processed. For the avoidance of doubt, your personal data will be collected and processed solely for the purposes set out in this privacy notice. As the data controller, the BBC has the responsibility to comply, and to demonstrate compliance with, data protection law.

### **Lawful basis for processing your personal data**

The lawful basis on which the BBC processes the personal data is **the performance of its public task**. The BBC’s role is to act in the public interest and to serve all audiences with content which informs, educates and entertains, and to reflect the United Kingdom and its cultures and values to the world.

The BBC’s role is to act in the public interest and to serve all audiences with content which informs, educates, and entertains. This is consistent with the BBC’s wider public purposes under its Royal Charter which includes reflecting, representing, and serving the diverse communities of all of the United Kingdom’s nations and regions and providing specialist educational content to help support learning for children and teenagers across the United Kingdom.

### **Sharing your personal data**

The BBC works with our approved third-party providers who help us to provide some of our services. These partners only use your personal data on behalf of the BBC and not independently of the BBC.

We may share personal data with a third party where required or permitted by law.

### **Retaining your personal data**

If you place a bid, the BBC will retain your personal data for twelve (12) months before it gets deleted.

Your personal data will be stored in the UK and the EEA.

If your data is processed outside the UK and the EEA, the BBC will ensure that it is protected to the same standards as if it were being processed within the UK and EEA.

### **Your rights and more information**

You have **rights** under data protection law:

- You can **request a copy** of the personal data BBC stores about you.
- You have the right to request that we **rectify** any inaccurate or incomplete personal data that we hold about you.

- You have the right to ask for the personal data we collect about you to be **deleted**, however there are limitations and exceptions to this right which may entitle the BBC to refuse your request.
- In certain circumstances, you have the right to **restrict** the processing of your personal data or to **object** to the processing of your personal data.
- You have the right to ask that we **transfer** the personal data to you or to another organisation, in certain circumstances.

You can contact our [Data Protection Officer](#) if you have questions or you wish to find out more details about your rights, please visit the BBC's Privacy and Cookies Policy at <http://www.bbc.co.uk/privacy>.

If you have a concern about the way the BBC has handled your personal data, you can raise your concern with the supervisory authority in the UK, the Information Commissioner's Office (ICO) <https://ico.org.uk/>.

### **Updating this privacy notice**

We will revise the privacy notice if there are significant changes to how we use your personal data.