Introduction

The use and disclosure of personal data is governed in the United Kingdom by the Data Protection Act 2018 (the Act). Under the Act the Chief Constable of Dyfed-Powys police is registered as a data controller. In the rest of this privacy notice the Chief Constable of Dyfed-Powys Police is referred to as we or us.

This privacy notice explains:

- how we collect, store, use, disclose, retain and destroy data through the GoSafe website (those activities are also referred to as processing data)

- the steps we take to ensure data we process is protected properly

- the rights individuals have when we process data.

We gather information about site usage to help the development and improvement of services to the public, and to protect the integrity of our systems from malicious users. We also gather information through the various functions available on the site that allow you to provide us with information (such as online forms) for the purposes described later in this privacy notice. At the moment this information consists of:

- information obtained by our content management system to examine what people are searching for, what they find, and occasions where no results are returned, and which does not identify individual users

- statistical information obtained using Google Analytics which does not identify individual users (more information about this is in the 'How do we use cookies?' section of this privacy notice)

Any personal data processed by GoSafe is done via the relevant Welsh police force, based on the information that you have provided. The way in which they process personal data can be found in their privacy policies.

Privacy Notice | Dyfed-Powys Police

Privacy Notice | Gwent Police

Privacy Notice | North Wales Police

Privacy Notice | South Wales Police (south-wales.police.uk)

What is personal data?

Personal data is any information we handle that relates to an identified or identifiable natural person. An 'identifiable natural person' is anyone who can be identified, directly or indirectly from information, including by reference to a name, identification number, location data, online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

How do we use cookies?

A 'cookie' is a piece of information stored on your computer which allows web servers to collect information from your visit to this website. It saves a small amount of data to your computer, which the website then uses on repeat visits.

We use cookies on this website to improve user experience and for essential functionality. We do not use them for identification, monitoring, or profiling purposes. To find out how to reject, delete or update your cookie preferences in your browser you need to know what browser you use and what version of it you are using. Most browsers have guidelines on how to adjust cookie settings through their 'Help' menu.

We use the following cookies on the website for the reasons explained below.

Google Analytics sets the following cookies:

Universal Analytics

Cookie name	Expiration time	Purpose
_ga	Two years	This cookie is used to distinguish users, which helps us count how many people visit our website
_gat	Ten minutes	Used to manage the rate at which page view requests are made

Google Analytics

Cookie name	Expiration time	Purpose
_utma	Two years	Like _ga, this lets us know if you've visited before, so we can count how many of our visitors are new to the site or to a certain page
_utmb	30 minutes	This works with _utmc to calculate the average length of time you spend on the site
_utmc	When you close browser	This works with _utmb to calculate when you close your browser
_utmz	Six months	This tells us how you reached the site (eg from another website or a search engine)

If you don't want to send information to Google Analytics, you can use [Google's opt-out browser add-on](#) or you can configure your browser to enable you to choose which cookies you allow to be created.

'Remarketing' services

We use cookies from the Google Doubleclick and Facebook Pixel services to track activity of website visitors originating from media sources. We use anonymised data from this service to optimise our online advertising activity for recruitment. In certain cases we may use 'remarketing' services to target our ads to you based on your prior use of our site when you visit other sites included within an online advertising network. If you do not wish to be tracked in this way, you can opt out via the following:

- [Google Doubleclick](#)
- Facebook Pixel ([if you are a Facebook user](#); [if you are not a Facebook user](#))

Session cookies

We use session cookies to enable us to identify requests from the same browser during a limited time window, and provide a way to remember page changes, or item or data selection, for the duration of that session.

Session cookies are essential for the website to operate and are set upon your arrival to the site. These cookies are deleted when you close your browser.

Site messages

You may see pop-up messages on our site. For example, a pop-up explaining our use of cookies. Once you have seen these messages we store cookies to ensure we do not show you the same message again.

How you can complain

The Information Commissioner's Office (ICO) regulates the processing of personal data. You can complain to the ICO if you are unhappy with how we have processed your personal data.

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

Helpline number: 0303 123 1113
Complain on the ICO website