

**Sefton Council.  
Everton FC Stadium Impact on Bootle Business  
Consultation.  
Sefton Privacy Notice.**

Sefton Council would like to tell you about our Privacy Notice for the consultation on Everton FC Stadium impact on Bootle business consultation. This privacy notice is for the Everton FC Stadium impact on Bootle business consultation. It will explain **what we do with the personal information we collect.**

In this questionnaire we will collect information about:

- IP addresses (this is a computer code to show what computer the information comes from).
- Business Name.
- Business Address.
- Contact Name.
- Contact Email/Phone no.

**Why we collect and use this information.**

Sefton Council is seeking business views to help identify the potential economic impact of Everton Football Club's new stadium on Bootle. The information you provide will help us to see what economic benefits the stadium could bring to Bootle. This includes transport opportunities through shuttle and bus services, business growth, attracting new investment; increased footfall and spend on match days; the impact on Salt and Tar's growing event programme and other potential benefits.

**IP addresses that identify computers.**

- The IP addresses are collected to make sure only one response per resident is received.
- Once this is checked the IP address information is deleted.

**Personal information.**

We are collecting this information to enable us to identify the potential economic impact on your business and its location. We also need your contact name and details in the event of you requesting follow up support.

**How long we keep your information.**

The IP address will be deleted immediately after the checks are done.

Unless you state otherwise in the survey your contact details will be deleted immediately after the summary report is completed

## **How we use the information and who we share the information with.**

The information collected in this questionnaire will only be used as aggregate numbers in the report.

## **Storing the information.**

All information is kept safe.

Sefton Council follows the laws around data protection.

## **The laws.**

We need to make sure we only ask the questions we need to in the questionnaire. The law says we must ask and act on this information.

It helps us to know what groups of people are responding to the questionnaire.

It also helps us to know that we are not missing groups of people.

## **Confidential.**

Your personal information will be kept secure by InvestSefton and, unless you state otherwise in the survey your contact details will be deleted immediately after the summary report is completed

## **Who will we share this information with?**

Your information will not be shared with any other organisations.

## **Asking to see your personal information.**

You can ask to see what personal information we keep about you. Be aware there are some rules about why some information cannot be shared. You can refuse to answer any questions in the questionnaire.

If you want to ask to see your personal information you can. Use the Council [Privacy Policy](#)

Or you can call Sefton Council on

0345 140 0845.

## **Contacts**

For more information about this privacy notice please contact:

**InvestSefton, 0151 934-3452**

[investsefton@sefton.gov.uk](mailto:investsefton@sefton.gov.uk)

**Sefton's Data Protection Officer**

[Ino.information@sefton.gov.uk](mailto:Ino.information@sefton.gov.uk)

0345 140 0845.