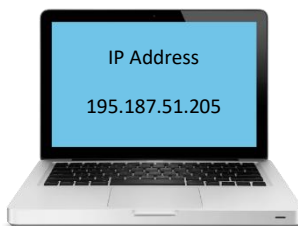


Sefton Council Sefton Economic Strategy Consultation Privacy Notice

Sefton Council would like to tell you about our Privacy Notice for the Sefton Economic Strategy (Plan) consultation.



This Easy Read privacy notice for the Sefton Economic Strategy consultation will explain:



The personal information about you 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)
- Name, Organisation name, email address, postcode of business or organisation
- Business support information
- Equality questions



What personal information we collect.

In this consultation we collect

- IP address
- Name, Organisation name, email address and postcode of business
- Business support information
- Age
- Sexuality
- Gender
- Disability
- Religion
- Race or ethnicity

Why we collect and use this information

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.
- Business support information (if applicable) so we know what support businesses need
- Your name, organisation name, email address and postcode of the organisation (if applicable) will be used if you have said that you would like to be kept up to date

about the Economic Strategy developments or be part of developing the Strategy

Equalities Questions



These are collected to show what groups of people are responding to the questionnaire.

This also lets us know if we need to use different ways to contact groups of people who are not responding.



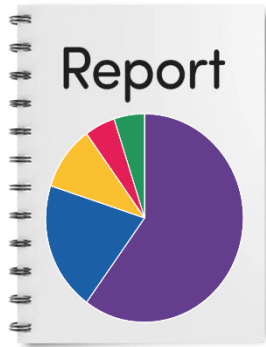
How long we keep your information

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



Your contact details and the type of support businesses need will be kept for no more than two years.

The equalities information will be kept until the information has been looked at and a report written.



How we use the information and who we share the information with

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

No information is included in the report that tells us who you are.



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.
- Ask equalities questions. 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 we are not missing groups of people.



Confidential

Your answers will not tell us who you are.

The answers will be collected to help us know what people think.



Who will we share this information with?

Your personal information will not be shared with any other organisation.



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 [website to complete a request form.](#)



Or you can call Sefton Council on 0345 140 0845

Contacts



For more information about this privacy notice and the consultation please contact



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