

## Privacy Notice – Sefton Economic Strategy Consultation 2022

We thank you for participating in this consultation and we value your contribution.

### **The categories of this information that we collect, process, hold and share include:**

We are collecting personal identifiers as part of this survey which includes IP address. This is so we can ensure only one response is received per consultee. Following validation of the data the IP addresses and full names will be deleted. The addresses and postcodes will be retained until the data has been fully analysed and a full report completed. Where provided, we are also collecting business information to help us identify future areas of support required by Sefton businesses/organisations.

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

The information you provide will help the Council to develop the Sefton Economic Strategy to help improve the economic conditions of Sefton's residents, communities and businesses. We are collecting your contact details so we can keep you informed of the strategy development and if you have said that you would like to contribute towards the strategy. Where provided, we are also collecting business information to help identify future areas of support required by Sefton businesses/organisations. We will publish the results of the consultation on the Sefton Council Website including a summary of questions/comments received and any responses given. All responses will be anonymised. If you would like to receive a copy, please email [yourseftonyoursay@sefton.gov.uk](mailto:yourseftonyoursay@sefton.gov.uk) or telephone 0151 934 3733.

### **Storing this information**

Any personal information that you provide to the Council as part of this consultation will be handled and used in compliance with the principles of the UK General Data Protection Regulation. Regardless of whether it is electronic or on paper it will be stored and processed securely and deleted within 2 years.

### **The lawful basis upon which we use this data:**

Sefton Council is developing an Economic Strategy to help improve the economic conditions of Sefton's residents, communities and businesses. This work directly supports the Council's Sefton 2030 vision and aligns with the UK Government's Local Democracy Economic Development and Construction Act 2009

Article 6 of the UK General Data Protection Regulation

6(1)(e) – The processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

Sefton Council

The Council also asks equality monitoring questions to help it comply with the Equality Act 2010 to help us understand who is responding to the survey and to help us ensure that there is equality of opportunity for protected groups of people.

### **Confidentiality of data:**

Your contributions will be anonymised on receipt and your comments will then be used for research and consultation purposes. Your identity and contact details will not be published by us at any stage without your consent.

### **Who we share this information with:**

Your personal data will not be shared with any external organisations. Analysis or reports arising from the consultation will contain anonymised data.

Your personal data is not transferred outside of the UK

### **Requesting access to your personal data**

You have the right, in certain circumstances to:

- Object to processing of personal data that is likely to cause, or is causing damage or distress
- Prevent processing for the purposes of direct marketing
- Object to decisions being taken by automated means
- In certain circumstances, have inaccurate personal data rectified, blocked, erased or destroyed; and

The right to lodge a complaint with the supervisory authority (the Information Commissioner's Office)

Withdraw consent for the processing where consent is the lawful basis

To make a request for your personal information or to exercise any of your rights as set out above, please complete the Individual's Rights Form found at the following link on our website or call 0345 140 0845

[Privacy policy \(sefton.gov.uk\)](http://sefton.gov.uk/privacy-policy)

For more information about this Privacy Notice, please contact:

investsefton@ssefton.gov.uk

The contact for this consultation is:

Economic Growth & Housing, InvestSefton, Magdalen House, Trinity Road, Bootle Merseyside, L20 3NJ

E-mail: [investsefton@sefton.gov.uk](mailto:investsefton@sefton.gov.uk) Telephone: 0151 934 3452

**Data Protection Officer**

Sefton Council's Data Protection Officer can be contacted at: E-mail:  
[info.information@sefton.gov.uk](mailto:info.information@sefton.gov.uk) Telephone: 0345 140 0845