

## Sefton Visitor Economy Strategy Consultation

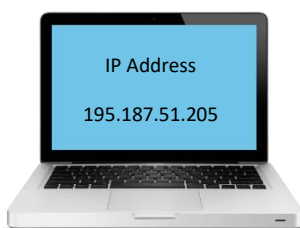
### Privacy Notice

Sefton Council would like to tell you about our Privacy Notice for the Sefton Visitor Economy Strategy consultation.



This Easy Read privacy notice for the Sefton Visitor Economy Strategy consultation will explain **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).
- Equality questions.
- Email address for prize draw.



### **What personal information we collect.**

In this consultation we collect

- IP address.
- Age.
- Sexuality.
- Gender.





- Disability.
- Religion.
- Race or ethnicity.

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

Sefton Council are asking people to have their say about the SEND services they receive.



## **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.**

- Email address.

If you want to enter the prize draw, this will help the Council to contact you if you are one of the three winners.

- Once the winners have been selected, the email address will be deleted.



## **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.

The email addresses after the prize draw winners are selected.

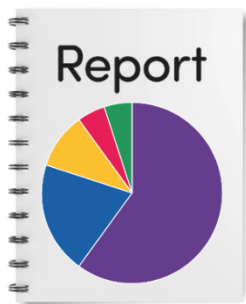
The equalities and postcode information will be kept until the information has been looked at and a report written.



## 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 and to look at themes.

No information is collected 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.

**Questions**

1. What do you think about it?

☐ Good

☐ Bad

☒ Not sure

- Ask the 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 that 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 information will not say who you are. The consultation report will not be shared.

### **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 please contact:



**Jayne Vincent**

0151 934 3733

**Sefton's Data Protection Officer**

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

0345 140 0845



**Contact for the Sefton Visitor Economy  
Strategy consultation is**

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

