

## Privacy Notice – Bootle Area Action Plan

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

Sefton Council would like to tell you about our Privacy Notice for the consultation about the Bootle Area Action Plan.

This privacy notice is for the Bootle Area Action Plan Consultation. It will explain **what we do with the personal information we collect**.

In this consultation we will collect information about:

- IP addresses (this is a computer code to show what computer the information comes from).
- Equality questions.

In this consultation we collect the following personal information:

- Name
- The first 3 or 4 letters of your postcode
- IP address.
- Email address
- Age.
- Sexuality.
- Gender.
- Disability.
- Religion.
- Race or ethnicity.

The information relating to your name, postcode, and email address will be retained until the end of the Area Action Plan process. We currently anticipate this will be early 2025.

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

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

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

Name: This will help us who is making the comment and allows us to respond to a named person if needed.

Postcode information: This will help us to understand if the feedback has come from local residents or visitors to the town.

Equality questions: This information will help us to understand any gaps in groups / sectors of responses and to allow us to do more to make sure our consultations are open and fair.

Email addresses: This will allow us to keep in touch with you and update you as the Area Action Plan process continues.

### **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 upon completion of the Area Action Plan process. We currently anticipate this will be early 2025.

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

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.

The Council is preparing an Area Action Plan for Bootle which will set out a clear vision for the town for the next two decades and beyond. This is the second stage of consultation, and all feedback will help to shape the final document.

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 may be shared with Turley who are managing the consultation process for the Area Action Plan. 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))

For more information about this Privacy Notice, please contact:  
0345 140 0845 or [bootleaap@sefton.gov.uk](mailto:bootleaap@sefton.gov.uk)

The contact for this consultation is Ian Loughlin

**Data Protection Officer**

Sefton Council's Data Protection Officer can be contacted at:

E-mail: [local.plan@sefton.gov.uk](mailto:local.plan@sefton.gov.uk)

Telephone: 0345 140 0845