

Privacy Notice – Sefton Movers’ Survey

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 postcode information. The postcode will be retained until the data has been fully analysed and a full report completed.

Why we collect and use this information

The information you provide will help the Council to plan for the future, including the provision of new homes and supporting infrastructure.

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:

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, as Local Planning Authority, are required to undertake its duties based on up-to-date evidence and information. The Sefton Movers’ Survey will provide information on how many new residents move to or within the area to occupy new homes, the reasons why people move and the implications this has on a number of key services and facilities.

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:

For the purposes of the Sefton Movers’ Survey, we do not need any names or contact (email/phone) details. We just need part of the postcode from where you moved from (we will have the current postcode) and response to a number of reasons for moving and how this has affected how you use services. Your contributions will be anonymised on receipt and your responses will then be used for research and future planning 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 Your identity and contact details will not be published by us at any stage without your consent.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 \(sefton.gov.uk\)](https://sefton.gov.uk/privacy-policy)

For more information about this Privacy Notice and this consultation contact:

Ian Loughlin ian.loughlin@sefton.gov.uk 0151 934 3556

Data Protection Officer

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

E-mail: ino.information@sefton.gov.uk

Telephone: 0345 140 0845