

Sustainable Travel Awareness Survey – Privacy Notice

Data Controller

Inverclyde Council is the Data Controller. Inverclyde Council is a local authority established under the Local Government etc. (Scotland) Act 1994. Our head office is located at Municipal Buildings, Clyde Square, Greenock, PA15 1LY.

Data Protection Officer

If you would like to contact our Data Protection Officer about a data protection matter, please contact the Information Governance Team using the contact details for the Council set out above or by email at dataprotection@inverclyde.gov.uk.

What information do we need?

Unless specifically agreed with you, we will only collect personal data about you, which does not include any special categories of personal information about you. The information will include details such as:

- E-mail address

Why we need this information?

We would like to collect your data and survey response in order to determine the sustainable travel awareness within the area of your residence. which will be used to inform possible future information and service provision. We would also like to contact those who are picked at random to present them with free water bottles.

Participation in this survey is voluntary.

Legal basis for using information

Data Protection legislation sets out when we are lawfully allowed to process your personal data. The lawful basis we are relying on for this processing is Article 6(1)(e) of the UK GDPR which states that processing is necessary for the performance of a task carried out in the public interest.

What will we do with your information?

We will use the information to evaluate the data provided to ensure that the provision of sustainable travel options is sufficient and information about sustainable travel provided to residents is clear and helpful. We will publish statistical reports from the data we collect. These reports will not contain any of your personal information.

If you have provided your contact details, these will only be used for the purpose of contacting you to present you with a free water bottle if you are one of the winners picked at random.

How long will we keep your information?

The Council maintains a Policy for the Retention and Disposal of Documents and Records Paper and Electronic which sets out how long we hold different types of information for. This is available on the Council's website – see the freedom of information pages for further information. Alternatively, you can request a hard copy from the contact address previously stated above.

Your Rights

Your personal data belongs to you and you have the right to:

- be informed of how we will process it;
- request a copy of what we hold about you;
- have it amended if it's incorrect or incomplete;
- have it deleted (where we do not have a legal requirement to retain it);
- withdraw your consent if you no longer wish us to process;
- restrict how we process it;
- object to us using it for marketing or research purposes;
- object to us using it in relation to a legal task or in the exercise of an official authority;
- request that a person reviews an automated decision where it has an adverse effect on you.

The rights you have depend on what we use your personal data for.

You can find out more about your data protection rights on our [website](#).

Complaints

In addition, if you are unhappy with the way the Council have processed your personal data you have the right to complain to the UK Information Commissioner who can be contacted as follows:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire SK9 5AF

Phone: 0303 123 1113 or visit the Information Commissioner's Office's [website](#).

but you should raise the issue with the Council's Data Protection Officer first.

Automated Decision Making

We will not use your data for any automated decision making.

More information:

If you have any questions or want to find out more about your rights, our Privacy Policy can be found here - [Privacy - Inverclyde Council](#).

If you do not have access to the internet, you can contact the Council via telephone to request hard copies of our documents.