

## **Privacy Notice: The Future of Acomb Front Street**

This privacy notice was completed in March 2021 and will be regularly reviewed. When we use your personal data, CYC complies with data protection legislation and is the registered 'Controller'. Our data protection notification is registered with the Information Commissioner's Office (ICO) – reference **Z5809563**.

CYC is working with a company called Information by Design to carry out the survey fieldwork. Their ICO registration is **Z6556929**

### **Why is information being collected?**

City of York Council is undertaking a study to better understand the needs of Acomb Front Street, the traders who work there and the evolving needs and expectations of those who use the area.

The Council would like clarity around how best to support Front Street in gaining productivity growth and boosting footfall. Additionally, to gather insight as to how Front Street is likely to alter in the wake of unprecedented change, the global pandemic, and to understand the opportunities and challenges these factors present in terms of place-making.

### **What information will be collected?**

Through a series of questions set out in an online or paper survey, we will ask for feedback, opinion and suggestions for Acomb Front Street. We will collect:

- your age and gender, to better understand which people most use the area, and identify any gaps for those who do not
- responses to questions about Acomb Front Street and surrounding locale
- your personal opinions, thoughts, ideas and feedback

In addition, we will ask for your name and contact telephone number in the event we need to clarify the content of your responses. Separately we will ask for your permission to contact you to take part in future Council research. Both elements are voluntary, and you do not have to agree to this.

Participation overall is voluntary and you can choose to not answer any of the questions that you are asked.

### **What will we do with the information?**

The information you give us is with your consent, and your participation in this exercise is voluntary.

We are working with Information by Design Ltd to conduct this research and you can find out more about them at [TDC Privacy Policy | ibyd](#)

You can withdraw your consent at any time by contacting Information by Design Ltd, Newlands House, Newlands Science Park, Kingston-upon-Hull, HU6 7TQ. You can contact them by telephone on 01482 467467, or by email at [hello@ibyd.com](mailto:hello@ibyd.com)

Where we use Survey Monkey to process responses, you can find out how they use your information, at [http://www.surveymonkey.com/mp/legal/privacy-policy/?ut\\_source=footer](http://www.surveymonkey.com/mp/legal/privacy-policy/?ut_source=footer)

The information collected will be included in presentations, statistics and reports, as well as being used to shape future policies and strategies, and City of York Council's approach to supporting local communities in the future.

Any presentations, reports and statistics for publication or use outside of the authorised staff, will be anonymised and cannot be linked back to you, your family or individuals. Reports containing anonymous information may also be shared with the general public and other organisations.

We will protect it and make sure nobody has access to it who should not, and we will not keep it for longer than is necessary.

We will not use your personal information for any other purpose than set out in this privacy notice and will not disclose to a third party i.e. other companies or individuals, unless we are required to do so by law for the prevention of crime and detection of fraud, or, in some circumstances, when we feel that you or others are at risk.

You can find out more about how the City of York Council uses your information at <https://www.york.gov.uk/privacy>

### **Storage of information**

The information you give us will be kept securely by Information by Design.

### **How long will we keep the information?**

Your information will only be kept for up to nine months and then will be securely and confidentially destroyed.

Where required or appropriate, at the end of the retention period we will pass onto the City Archives any relevant information.

### **Further processing**

If we wish to use your personal information for a new purpose, not covered by this Privacy Notice, we will provide you with a new notice explaining the purpose prior to commencing the processing and the processing conditions. Where and whenever necessary, we will seek your consent prior to the new processing.

## **Your rights**

To find out about your rights under data protection law, you can go to the Information Commissioners Office (ICO): <https://ico.org.uk/for-the-public/>

You can also find information about your rights at <https://www.york.gov.uk/privacy>

If you have any questions about this privacy notice, want to exercise your rights, or if you have a complaint about how your information has been used, please contact us at [foi@york.gov.uk](mailto:foi@york.gov.uk) or on 01904 554145 or write to: Data Protection Officer, City of York Council, West Offices, Station Rise, York YO1 6GA.