

**Nottingham City Council  
Information Compliance**

**Service Area: Cycling and Walking Infrastructure Team  
Directorate: Growth and City Development  
PN-109**

**09/2021**

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As part of the safe and efficient operation of the road network, Nottingham City Council is deploying 4 traffic count sensors to monitor the number of vehicles, including cyclists, using roads and the number of pedestrians using pavements in the Sherwood area of Nottingham. The roads where sensors are to be located are as follows: Danethorpe Vale, Heatherley Drive, Joyce Avenue and Petworth Drive which form part of a new Low Traffic Neighbourhood area.

We will use the information provided by the sensors to monitor levels of traffic using these roads and help inform future improvements to the infrastructure of the Nottingham highway network. Any improvement works decided upon will be the subject of consultation with local residents before commencement. The basis under which the Council uses personal data for this purpose is that this is necessary for the performance of a task carried out in the public interest by the Council or in the exercise of official authority vested in the Council.

In the first 31 days of the sensors becoming operational, Vivacity Ltd, who process this data on behalf of Nottingham City Council, will undertake video recording on an intermittent basis for the sole purpose of system testing and development. After this time the sensor will be fully operational and produce anonymous data only.

The information provided by you may also be used for the purpose of any other function carried out by the council. Information about these functions and the legal basis on which information is used for them can be found at <http://www.nottinghamcity.gov.uk/privacy-statement/>

The Data Controller is Nottingham City Council, Loxley House Station Street Nottingham NG2 3NG.

The Data Protection Officer is Naomi Matthews. You can contact the data protection officer at the above address or [data.protectionofficer@nottinghamcity.gov.uk](mailto:data.protectionofficer@nottinghamcity.gov.uk)

The new data protection law known as the General Data Protection Regulation provides for the following rights as prescribed by the legislation:

- A right to request a copy of your information

- A right to request rectification of inaccurate personal data
- A right to request erasure of your data known as ‘the right to be forgotten’
- A right to in certain circumstances to request restriction of processing
- A right in certain circumstances to request portability of your data to another provider
- A right to object to processing of data in certain circumstances
- A right regarding automated decision making including profiling

Please note that if you are unhappy with a decision regarding the handling of your data you have the right to complain to the Information Commissioners Office at Wycliffe House Water Lane Wilmslow, Cheshire SK9 5AF and also see the Information Commissioners website at <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

For more information about these rights please refer to our detailed privacy statement at <https://www.nottinghamcity.gov.uk/privacy-statement>