

**Nottingham City Council  
Information Compliance**

**Team: Cycling and Walking Infrastructure Development  
Service Area: Transport Strategy  
Directorate: Development and Growth  
PN-034**

**08/2020**

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To aid the country's recovery as Covid-19 restrictions are eased, the Government has announced an Emergency Active Travel Fund to help councils introduce measures to re-allocate road space for cyclists and pedestrians and encourage people to walk and use a bike more.

The City Council has been successful in securing funds to trial a range of traffic measures which will support the phased economic recovery for Nottingham. The plans include: new 'pop up' cycle lanes, new cycle parking facilities, closures of some streets and improvements to pavements to aid social distancing. The schemes could either be amended, removed or permanently retained during the next few months as we test out the ideas to see how well they work.

Across the city there will be a number of trial schemes to help and protect cyclists and pedestrians on major routes in the city centre and some local neighbourhoods. The City Council has put up 10 Vivacity sensors to monitor the number of pedestrians and cyclists using these trial schemes through artificial intelligence – they count pedestrians and cyclists but do not record any images once operational so no individuals can be identified. The roads where sensors have been put are: Trent Bridge, Station Street, Canal Street, St Anns Well Road, Carlton Road, Porchester Road, North Sherwood Street and Mansfield Road. For further information look online: <https://www.transportnottingham.com/projects/emergency-active-travel-fund-covid-19-measures>

We will use the information provided by the sensors to monitor the trials and to help us develop future improvements to Nottingham's roads.

The basis under which the Council uses personal data for this purpose is that this it 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>