

**Privacy Notice for identifiable case studies and feedback for Nottingham's Active Travel Social Prescribing programme (Travel Well)**



**Nottingham**  
**City Council**

**Nottingham City Council**  
**Information Compliance**

**Service Area: Transport Strategy**  
**Directorate: Growth & City Development**  
**PN-389**

**01/2025**

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The Travel Well team are part of Nottingham City Council, who are the data controllers for the personal data (or personal information) that we process about you. When we process personal information relating to you, we will only do so when it is necessary, we have permission, and where we have a lawful reason to do so. We will use the information provided by you for a number of reasons, depending on the service or reasons for interacting with you.

Nottingham City Council is part of a national pilot scheme led by Active Travel England to explore whether social prescribing of walking and cycling activities can help to increase levels of walking, wheeling and cycling.

It is a condition of Active Travel England's funding award for the City Council to collect information to monitor the effectiveness of the programme. The information collected may be used to evaluate the impact of walking and cycling support services offered as part of Travel Well.

Your personal data, including photos, videos or other multimedia content, may be used as part of a press release, printed or electronic publications such as on our website or social media accessible for all to see.

When we process your personal information, we will comply with data protection legislation and enable you to exercise your rights contained within the legislation.

**What personal information will the Council process?**

The information that we collect about you may help us to understand your engagement with Travel Well and may be shared with stakeholders. Alternatively, it may be used publicly as case studies. Before the collection of any information, it will be made clear where this information will be placed or who it could be shared with.

The following categories of personal and special personal data may be collected:

- Name
- Age
- Employment status (this is special category personal data)
- Race or Ethnic origin (this is special category personal data)
- Physical or mental health (this is special category personal data)

Providing special category data will help the Council build a better picture of who is taking part in the activities for monitoring purposes for stakeholders and / or be used in feedback or for case study shared elsewhere.

### **Lawful basis for processing**

The basis under which we use your personal information for these purposes is your consent. Consent can be provided on the attached “**Photo/Multi-media Consent Form**”.

You are able to remove your consent at any time. You can do this by contacting [travel.well@nottinghamcity.gov.uk](mailto:travel.well@nottinghamcity.gov.uk).

This is a result of the powers or duties contained in the UK General Data Protection: Regulation (4), (7).

The condition under which we process ‘special categories of personal data’ is in accordance with the provisions of the UK General Data Protection Regulation and the Data Protection Act 2018.

### **Will my information be shared with other organisations or used for other purposes?**

The council may share your personal information including multimedia content on our website or social media or in print material. The Council may share your personal information with other departments within the Council, and with other organisations when it is necessary to provide feedback. These organisations could be:

- **Active Travel England** - the organisation managing the national Active Travel Social Prescribing pilot programme.
- **Department for Transport** - the organisation funding the national Active Travel Social Prescribing pilot programme.
- **Nottingham City GP Alliance** – the organisation employing the social prescribing link workers who will be referring people into Nottingham’s Travel Well programme.
- **Nottingham Community Volunteer Service** – the organisation supporting the community-led parts of Nottingham’s Travel Well programme.
- **Nottingham Place-based Partnership** – the strategic partnership for local health care services in Nottingham City.
- **Primary Care Networks Raleigh and Aspire (Bilborough, Basford, Beechdale, Aspley, Cinderhill, Hyson Green and Strelley areas), Bulwell**

**& Top Valley and Nottingham City East** - the organisations providing local healthcare services in areas of the city where the Travel Well programme is available.

- **Nottingham University Hospital Trust** – the organisation providing outpatient clinics for patients signposted to Travel Well Walk and Talk groups for people with non-alcoholic fatty liver disease or gestational diabetes.
- The **Active Travel Service Provider/s** for the Travel Well activities you have taken part in.
- **Nottingham Trent University Business School** - the organisation supporting the City Council with the evaluation of Nottingham’s Travel Well programme.
- **Sheffield Hallam University** - the organisation supporting Active Travel England with the evaluation of the national Active Travel Social Prescribing pilot programme.

The Council may also share your information when we are obliged to by law.

The information may also be used for the purpose of any other function carried out by the Council. This may include sharing your information across the Council, or with external organisations. 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 information will only be used for another purpose where it is lawful to do so.

### **Do I have to provide the information?**

You are not obliged by statute or contract to provide the information that is specified here.

### **How long will the Council retain the data for?**

The information that you have provided will be kept for a maximum of 3 (three) years following the completion of the project and then destroyed at that time.

The Council publish an Information Asset Register (IAR), this will outline the retention periods for the personal data we process. You can find this IAR on our website <https://www.nottinghamcity.gov.uk/your-council/about-the-council/access-to-information/information-request/>

### **Information Rights**

The UK 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

However, Nottingham City Council can restrict the above rights in certain circumstances for example to avoid obstructing an investigation, avoid prejudicing the prevention, detection, investigation or prosecution of criminal penalties or to protect the rights and freedoms of others.

### **Data Protection Officer**

You can contact the data protection officer at:

Loxley House,  
Station Street,  
Nottingham,  
NG2 3NG

or at [data.protectionofficer@nottinghamcity.gov.uk](mailto:data.protectionofficer@nottinghamcity.gov.uk) .

### **Information Commissioner's Office**

The Information Commissioner's Office (ICO) website provides guidance on data protection and privacy matters, you can visit the website at [www.ico.org.uk](http://www.ico.org.uk). You also have the right to complain to the ICO if you consider that the Council have processed your personal data incorrectly or that we have breached our obligations to you. You can contact the ICO at:

Wycliffe House,  
Water Lane  
Wilmslow,  
Cheshire  
SK95AF

[www.ico.org.uk](http://www.ico.org.uk)

### **Further Information**

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