

**Nottingham City Council
Information Compliance**

Team: Cycling and Walking Infrastructure Development

Service Area: Transport Strategy

Directorate: Growth and City Development

PN-034

04/2021

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

In the summer of 2020, the City Council was successful in securing funds to trial a range of traffic measures which were designed to support the phased economic recovery of Nottingham. The plans included: new 'pop up' cycle lanes, new cycle parking facilities, the closure of some streets, and improvements to pavements to aid social distancing. The schemes have been assessed over the past few months with some amended, removed or permanently retained. The City Council has secured additional funding from the Government's Active Travel Fund to enable certain schemes to be made permanent.

Across the city there are a number of schemes to help and protect cyclists and pedestrians on major routes in the city centre and some local neighbourhoods as Nottingham eases its way out of Covid-19 lockdown and seeks to reopen the local economy. The City Council has put up 10 Vivacity sensors to monitor the number of pedestrians and cyclists using these new 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: Maid Marian Way (2 sensors), London Road (2 sensors), Haydn Road (2 sensors), Huntingdon Street, Clifton Bridge, Wilford Suspension Bridge, and Lady Bay Bridge. As well, an existing sensor on Porchester Road has been realigned to cover a new pedestrian crossing that is being installed as part of the Active Travel Fund. For further information please 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 these schemes and to help us develop future improvements to Nottingham's roads and pavements.

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 sensors 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.

You can contact the data protection officer at the above address or

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 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](http://www.nottinghamcity.gov.uk/privacy-statement)

