

**Privacy Notice for Trackers for
bikes for the Travel Well e-bike
library for Nottingham's Active
Travel Social Prescribing
programme**



Nottingham
City Council

**Nottingham City Council
Information Compliance**

**Service Area: Transport Strategy
Directorate: Growth & City Development
PN-405**

08/2025

Ridewise is the selected operator for Nottingham City Council. Ridewise is the data controller for the personal data (or personal information) that we process about you. When they process personal information relating to you, they will only do so when it is necessary, they have permission if required, and where they have a lawful reason to do so.

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. Part of the project is a bike library offering bikes out on a temporary loan agreement.

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. This information collected will be anonymised and aggregated to see the total number of journeys made and average length of journeys and may be used to evaluate the impact of walking and cycling support services offered as part of Travel Well. Further details can be found in PN306 and PA90.

The operator will use the information provided by you for a number of reasons, depending on the service or reasons for interacting with you. This includes:

- Registering your details for the hire of one of the Travel Well bikes
- Accessing the GPS bike data to check usage and battery levels

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

The GPS bike data will not be used to track residents. GPS bike data tracking will be used to see whether there is bike activity or will be used to recover the asset if lost or stolen. If at the end of the loan, the bike has not been returned or has been abandoned, the GPS tracking will be used to locate and recover the asset. GPS bike

tracking data may be shared with the police if requested. The supplier of the physical GPS tracker will not have access to personal data.

What personal information will the Operator process?

The information that the operator collects about you to fulfil the purposes, objectives, or to deliver the services outlined above will relate to your: (this may include all, or some of the following, depending on the service).

- Name
- Contact details

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

- Name
- Contact details
- 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 and may be shared with Active Travel England.

Lawful basis for processing

The basis under which we use your personal information for these purposes 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.

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 that such use is 'necessary for reasons of substantial public interest for statutory and government purposes and 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 Operator will only share your personal information with the Council and with other organisations when it is necessary to provide the services to you, and when we have a lawful reason to do so. The Council may also share your information when we are obliged to by law.

In relation to this service, the operator may share your personal information with:

- **Nottingham City Council** – the organisation managing the national Active Travel Social Prescribing pilot programme in Nottingham.
- **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.
- **Sheffield Hallam University** - the organisation supporting Active Travel England with the evaluation of the national Active Travel Social Prescribing pilot programme.

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. However, if they are unable to process your personal information, you will not be able to hire out the e-bikes or bikes.

How long will the Operator 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 GPS bike tracking data will be manually deleted from the GPS fleet management system once the retention period has come to an end.

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 .

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. 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

Further Information

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