

# Privacy Notice

## Travel Actively Programme

When processing your personal, special category personal or criminal/law enforcement data, Cumberland Council ('the council') is required under Articles 13 and 14 of the UK General Data Protection Regulation (UKGDPR) to provide you with the information contained in this Privacy Notice.

This notice explains what the council will collect, who it will be shared with, why we need it and how we will use it. The council will continually review and update this Privacy Notice to reflect service changes, feedback from customers and changes in the law.

The council is also required to comply with the data protection principles as laid out in the UKGDPR, to ensure that personal data is:

- processed lawfully, fairly and in a transparent manner
- collected for specific, explicit, and legitimate purposes
- adequate, relevant, and limited to the purposes for which it was collected
- accurate and up to date
- kept for no longer than is necessary for the purpose(s) for which it was collected
- secured using appropriate technical or organisational measures

## Local Government Reorganisation (LGR)

As of 1 April 2023, Cumberland Council will replace Allerdale Borough Council, Carlisle City Council and Copeland Borough Council, and Westmorland and Furness Council will replace Barrow-in-Furness Borough Council, Eden District Council and South Lakeland District Council, as well as services previously delivered by Cumbria County Council.

Local Government Reorganisation is a complex process and there will be a period of transition to allow for services and support systems to be securely transferred.

During this time existing arrangements for data processing will be maintained until they can be reviewed, and new Privacy Notices issued. Individuals wishing to understand more about how their data is processed should refer to the following Privacy Notices:

- [Cumbria County Council](#)
- [Allerdale Borough Council](#)
- [Barrow-in-Furness Borough Council](#)
- [Carlisle City Council](#)
- [Copeland Borough Council](#)
- [Eden District Council](#)
- [South Lakeland District Council](#)



Working for Cumberland Council and  
Westmorland & Furness Council

## Registration

As an organisation that processes large amounts of personal, special category personal or criminal/law enforcement data, referred to in legislation as a data controller, the council is required to register with the Information Commissioner's Office (ICO)

Where services are hosted by either Westmorland and Furness Council or Cumberland Council, the authorities may be processing personal data jointly, making them Joint Data Controllers, or where either Council is operating as a data processor for another party.

Name: Westmorland and Furness Council  
Address: South Lakeland House, Lowther Street, Kendal, Cumbria, LA9 4DQ  
Registration Number: ZB512761

### The council's Registration Certificate

Name: Cumberland Council  
Address: Cumbria House, 117 Botchergate, Carlisle, Cumbria, CA1 1RD  
Registration Number: ZB512758

The council's Registration Certificate can be viewed at:  
<https://ico.org.uk/ESDWebPages/Entry/ZB512758>

## About the Service

Travel Actively is a three-year programme to support, encourage and enable people to be more active by cycling, walking and wheeling for everyday journeys. 'Travel Actively' has received £1.5million from the Department for Transport (DfT) Active Travel Social Prescribing Pilot Delivery fund.

The programme will be delivered in the localities of Barrow-In-Furness and Carlisle and will focus on the following groups:

- Older adults
- People with a disability or with a long-term health condition(s)
- People from poorest communities
- People from ethnically diverse backgrounds
- Children and young people
- People socially prescribed or signposted

Through a range of initiatives, Travel Actively will support people to overcome barriers, develop relevant skills and increase confidence. This will result in a positive behaviour change towards people adopting a more active lifestyle by walking, cycling or wheeling for everyday journeys.

## Data Controller Arrangements

The Travel Actively Programme is a service managed and delivered by Active Cumbria. Active Cumbria as an unincorporated association will be hosted by Cumberland Council, however it will continue to provide services across the county on behalf of both unitary authorities. Whilst its operative functions will be located with Cumberland Council (pursuant to a novated agency agreement), both authorities will, via the Active Cumbria Advisory Board, have direct involvement in how the services are to be delivered, with Active Cumbria providing the same level of service, and having the same level of integration and connectivity with Westmorland and Furness authority as it will with Cumberland authority. The authorities will therefore act as joint data controllers in respect of any processing of personal data which may be required as a result of the discharge of those functions across both Council areas.



Westmorland  
& Furness  
Council

Working for Cumberland Council and  
Westmorland & Furness Council

## What is personal data?

**UKGDPR Article 4 defines personal data as:** any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

## What is special category personal data?

**UKGDPR Article 9 defines special category personal data as:** racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, and the processing of genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or data concerning a natural person's sex life or sexual orientation.

## What is criminal/law enforcement data?

The council is a competent authority as described in Schedule 7 of the Data Protection Act 2018 and is permitted to process data for law enforcement purposes that include: the prevention, investigation, detection or prosecution of criminal offences or the execution of criminal penalties, including the safeguarding against and the prevention of threats to public security.

## What information does the council collect about me?

The Travel Actively Programme is required to process either your personal, special category/sensitive or criminal/law enforcement data to meet legal obligations and make robust recommendations and decisions.

The **Personal Data** requirements are:

- Address - Email
- Address – telephone number
- Address – Postcode
- Address – Partial postcode
- Date of Birth
- Age by group e.g. 55-64
- Gender
- Full Name
- Employment status
- Annual household income

The **Special Category Data** requirements are:

- Ethnic group
- Sexual Orientation
- Physical/Mental Health

The **Criminal/Law Enforcement Data** requirements are:

- None

## How does the council collect data about me?

As part of this service the council will collect personal, special category personal or criminal/law enforcement data from you in the following ways:

- An online or paper-based survey
- Interviews
- Collection of personal data, recorded in a spreadsheet

## Why does the council collect my personal data?

The Travel Actively Programme collects personal and special category personal data to enable it to:

- Find out whether the activities you have taken part in have made a difference by increasing the amount of walking, wheeling or cycling you do when making everyday journeys.

## Who does the council collect personal data from?

The Travel Actively Programme may collect personal or special category personal data from or about the following:

- participants taking part in Travel Actively activities.
- staff, persons contracted to provide a service

The Travel Actively Programme may receive personal, special category personal or criminal/law enforcement data about you from the third parties mentioned above and other public bodies and organisations. In this case, we will tell you the source of the information unless we are unable to do so by law.

## Who does the Travel Actively Programme share personal data with?

Where there is a lawful reason to do so the Travel Actively Programme may share personal or special category personal data with:

- local and central government departments – i.e. DfT

We will also comply with requests for specific personal, special category personal or criminal/law enforcement data from other Local Authorities or regulatory and law enforcement bodies where this is necessary and proportionate. Before sharing we will always ensure that our partners have sufficient measures in place to protect your information in the same way we do.

We will never share your personal, special category personal or criminal/law enforcement data for marketing purposes, without your express consent.

## Legal Basis

Where the Travel Actively Programme identifies the requirement to process personal, special category/sensitive or criminal/law enforcement data, depending on the specific data being shared, it must have at least one of the following:

- for personal data, a legal basis under [UKGDPR Article 6](#)
- for special category/sensitive data, a condition under [UKGDPR Article 9](#)
- for criminal/law enforcement data, a purpose under [Data Protection Act 2018 - Schedule 8](#)

Under data protection law, we must have a legal basis to process personal data under the Travel Actively Programme. Our primary legal basis for processing your personal data is **Article 6(1)(e) – Public Task**.

There may be instances where we have relied on another legal basis, such as:

- Article 6(1)(a) – Consent
- Article 6(1)(b) – Contractual obligation
- Article 6 (1)(c) – Legal obligation
- Article 6(1)(d) – Vital interest

To process special category data, we must have a condition under Article 9 of the UK GDPR. Our primary condition for processing this data is **Article 9(2)(g) – substantial public interest**, however at times we may also ask for your explicit consent where applicable.

As a part of this programme, we do not process criminal/law enforcement data.

## Automated Decision-Making/Profiling

Automated individual decision-making is a decision made by automated means without any human involvement. Automated individual decision-making does not have to involve profiling, although in some cases it might.

A definition of Profiling can be found in: [UK GDPR - Article 4\(4\)](#) and further information can be found at: [ICO - Automated Decision Making and Profiling](#)

We **do not** use your information for automated decision-making or profiling purposes.

## CCTV and Surveillance

We operate surveillance equipment within some of our services for the purpose of either, public and staff safety, or the prevention and detection of crime. CCTV is also installed on the outside of some of our buildings for the purposes of monitoring building security and crime prevention and detection.

Civil Enforcement Officers (CEOs) who undertake the enforcement of Public Space Protection Orders (PSPO) and parking restrictions, are each equipped with a Body Worn Video Device (BWVD), which has both video and audio recording capability.

Images captured by CCTV will be kept in accordance with the council's Retention and Disposal Schedule. However, on occasions there may be a need to keep images for longer, for example where a crime is being investigated. Images can be requested by writing to: [dataprotection@cumberland.gov.uk](mailto:dataprotection@cumberland.gov.uk)

We will only disclose images and audio to other authorised bodies who intend to use it for the purposes stated above. Images and audio will not be released to the media for entertainment purposes or placed on the internet for public viewing.

We operate CCTV and disclose in accordance with the codes of practice issued by the Information Commissioner and Biometrics and Surveillance Camera Commissioner.

**Please note:** From 1 April 2023, for a transitional period, individuals wishing to make enquiries about the deployment of CCTV and Surveillance, should in the first instance search the relevant council website, as listed below:

- [Cumbria County Council](#)
- [Allerdale Borough Council](#)
- [Barrow-in-Furness Borough Council](#)
- [Carlisle City Council](#)
- [Copeland Borough Council](#)
- [Eden District Council](#)
- [South Lakeland District Council](#)

Once new systems and processes have been agreed and implemented, they will be made available via the Cumberland/Westmorland and Furness Council websites.

## National Fraud Initiative/Data Matching

The Council participates in the Cabinet Office's National Fraud Initiative: a data matching exercise to assist in the prevention and detection of fraud. We are required to provide particular sets of data to the Minister for the Cabinet Office for matching for each exercise. For further information please see: [National Fraud Initiative: Public Sector Data Requirements](#).

For further information on how your data is processed by the council please see:

- [Cumbria County Council](#)
- [Allerdale Borough Council](#)
- [Carlisle City Council](#)
- [Copeland Borough Council](#)
- [Barrow-in-Furness Borough Council](#)
- [Eden District Council](#)
- [South Lakeland District Council](#)

## Elected Members

In order for Elected Members to act on your behalf and resolve the issues you have raised they may need to collect some personal, special category personal or criminal/law enforcement data. This could include your name and address, and/or sensitive personal data, which could be concerning your health or ethnic origin.

In some circumstances your explicit consent may be needed to allow for the processing of your data. If this is needed the relevant Elected Member will contact you directly.

Elected Members will:

- only share data with the organisations necessary to deal with your enquiry i.e., different council departments, and to resolve any issues you have raised
- not share your data with third parties, unless it is required for law enforcement purposes to prevent or detect crime, to protect public funds or where required or permitted to share data under other legislation
- keep your data secure using the council's secure IT and email systems
- retain/destroy your data in accordance with the council's Retention and Disposal Schedule

You have the right to access your personal, special category personal or criminal/law enforcement data and to rectify mistakes, erase, restrict, object or move your data in certain circumstances.

You can withdraw your consent for your personal, special category personal or criminal/law enforcement data to be processed as described above at any time. If you would like this to happen or you have a complaint about how your data is handled, please contact your Elected Member.

If you are not satisfied with the response or believe the Elected Member is not processing your personal, special category personal or criminal/law enforcement data in accordance with the law you can complain to the [Information Commissioner's Office \(ICO\)](#).

## Data Transfers

It may sometimes be necessary to transfer personal, special category personal or criminal/law enforcement data beyond the UK to comply with legal or other obligations.

Where data is required to be transferred to the European Union or other adequate countries the council will ensure that all relevant safeguards, such as contractual arrangements, are in place before this takes place and that all aspects of the UKGDPR/Data Protection Act 2018 are complied with.

Data requested for transfer to non-adequate countries will be subject to a Transfer Impact Assessment, that includes the identification of appropriate safeguards prior to data being authorised for transfer. We will never transfer your data to a non-adequate country without using a safeguard, such as International Data Transfer Agreement, the International Data Transfer Addendum to the European Commission's Standard Contractual Clauses, or the UK Addendum to the EU-US Data Privacy Framework.

## Data Security and Retention



The council is required by [UKGDPR Article 32](#) to ensure that appropriate organisational and security measures are in place to protect your personal, special category personal or criminal/law enforcement data.

Security measures include: anonymisation, pseudonymisation, encryption, access controls on systems, regular testing of our systems, security training for all employees. You can find further information in the following documents:

- Information Security Policy
- Data Protection Policy
- Records Management Policy
- PSN Connection Compliance Certificate



PSN Connection  
Compliance Certificat

In the unlikely event of a data breach, we will take steps to mitigate against any loss or destruction of data and, if required, will notify you and any applicable authority of such a breach.

Although we use appropriate security measures once we have received your personal data, you will appreciate that the transmission of data over the internet (including by email) is never completely secure. We endeavour to protect Personal Data, but we cannot guarantee the security of data transmitted to or by us.

If you access information online, the council website does not store or capture personal information, but merely logs a number called your IP address which is automatically recognised by the system. The system will record personal information if you:

- subscribe to or apply for services that require personal information
- report a fault and give your contact details for us to respond
- contact us and leave your details for us to respond

For further information visit our [Cookies Web Page](#).

Cumberland Council will only store your information for as long as is necessary to fulfil the purposes we collected it for, which may include satisfying any legal, accounting, or reporting requirements. The retention period depends on the type of Personal Data and the reason we are processing it. Data will be processed in accordance with the council's [Retention and Disposal Schedule](#), or in situations where there is no legal retention period established best practice will be followed.

When calculating the appropriate retention period for your data, we consider the nature and sensitivity of the data, the purposes for which we are processing the data, and any applicable statutory retention periods. Using these criteria, we regularly review the personal data which we hold and the purposes for which it is held and processed.

When we determine that personal data can no longer be retained (or where we must comply you request us to delete your data in accordance with your right to do so) we ensure that this data is securely deleted or destroyed.

To help you understand the Schedule the council has published a [Retention Schedule - Quick User Guide](#).

If you have any questions about the Schedule or the Quick User Guide, please contact [recordcentre@cumberland.gov.uk](mailto:recordcentre@cumberland.gov.uk).

If you experience any problems in relation to your personal data or you see something that doesn't look right, contact the council by email at: [databreaches@cumberland.gov.uk](mailto:databreaches@cumberland.gov.uk).

## Contacting the Council

### Emails

If you email us, we may keep a record of your contact and your email address and the email for our record keeping of the transaction. We suggest that you keep the amount of confidential information you send to us via email to a minimum and use our secure online forms and services. Where available, you can sign up for email alerts for selected services using an external service from GovDelivery, with control over your preferences.

### Telephone Calls

The council will inform you if your telephone calls are being recorded or monitored and will not record any financial card details if you make payments by telephone.

## Your Rights - Data Subject Access

The UKGDPR provides you with the right to access the personal, special category personal or criminal/law enforcement data the council, as a public authority holds about you. Upon receipt of a valid request the council will:

- provide you with a response within one month
- let you know if your request is subject to an extension
- make reasonable efforts to comply with the format of your request
- inform you if your request is going to be refused or a charge is payable

We will not disclose:

- any information that relates to a third party as this will breach their rights under UKGDPR/Data Protection Act 2018
- where a professional thinks disclosure would cause serious harm to you or someone else
- information that may hinder the prevention or detection of crime.

**Please note:** From 1 April 2023, for a transitional period, individuals wishing to submit a Data Subject Access Request should do so via legacy websites, as listed below:

- [Cumbria County Council](#)
- [Allerdale Borough Council](#)
- [Barrow-in-Furness Borough Council](#)
- [Carlisle City Council](#)

- [Copeland Borough Council](#)
- [Eden District Council](#)
- [South Lakeland District Council](#)

Once new systems and processes have been agreed and implemented, they will be made available via the Cumberland Council website.

## Your Rights - Other

In addition to your right of access the UKGDPR gives you the following rights:

- the right to be informed via the council's Privacy Notice
- the right to withdraw your consent. If we are relying on your consent to process your data, then you can remove this at any point.
- the right of rectification, we must correct inaccurate or incomplete data within one month
- the right to erasure. You have the right to have your personal data erased and to prevent processing unless we have a legal obligation to process your personal information. Where your personal data has been shared with others, we will ensure those using your personal data comply with your request for erasure.
- the right to restrict processing. You have the right to suppress processing. We can retain just enough information about you to ensure that the restriction is respected in future
- the right to data portability. We can provide you with your personal data in a structured, commonly used, machine readable form when asked
- the right to object. You can object to your personal data being used for profiling, direct marketing or research purposes
- you have rights in relation to automated decision making and profiling, to reduce the risk that a potentially damaging decision is taken without human intervention.
- Right to complain - If you are unhappy with the way in which your personal information has been or is being processed, you have the right to make a complaint about it to the Information Commissioner's Office (ICO). They can be contacted at:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

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

Where our processing of your personal, special category personal or criminal/law enforcement data is based on your consent, you have the right to withdraw your consent at any time, up until the point when your data is anonymised and therefore no longer considered personal data. If you do decide to withdraw your consent, we will stop processing your personal data for that purpose, unless there is another lawful basis we can rely on - in which case, we will let you know. Your withdrawal of your consent won't impact any of our processing up to that point.

Where our processing of your personal, special category personal or criminal/law enforcement data is necessary for our legitimate interests, you can object to this processing at any time. If you do this, we will need to show either a compelling reason why our processing should continue, which overrides your interests, rights and freedoms or that the processing is necessary for us to establish, exercise or defend a legal claim.

Unless otherwise stated above you can exercise any of these rights by contacting:

Email: [dataprotection@cumberland.gov.uk](mailto:dataprotection@cumberland.gov.uk)

Post: Cumbria House, 117 Botchergate, Carlisle, Cumbria, CA1 1RD

## Verifying Your Identity

When exercising the rights mentioned above, please be aware that under UKGDPR Article 12(6) additional information can be requested to verify that you are the data subject if your identity is unconfirmed. Please note that:

- additional documentation is only required when the council cannot verify your identity using internal council systems that relate to the service you are requesting information about
- the council will contact you for this documentation prior to processing your request
- the statutory deadline for responding to your request will start when you have provided the additional documentation
- failure to provide additional documentation may lead to the council rejecting your request.

## Complaints

If you have concerns about the way the council has processed your data, please contact:

Email: [dataprotection@cumberland.gov.uk](mailto:dataprotection@cumberland.gov.uk)

Post: Cumbria House, 117 Botchergate, Carlisle, Cumbria, CA1 1RD

If you are not satisfied with our response or believe we are not processing your personal data in accordance with the law you can [complain to the Information Commissioner's Office \(ICO\)](#)