



Ashdown Forest

Data Protection Impact Assessment

Public Consultation on Car Park Charging

This data protection impact assessment (DPIA) describes Ashdown Forest's process and outcomes related to the use and protection of personal and other data collected through a public consultation on car park charging. This DPIA has been prepared following guidance provided in the [Information Commissioner's Office guidance on DPIAs](#).

Controller details

Name of controller	James Adler
Subject/title of DPIA	Consultation on car park charging at Ashdown Forest
Name of controller contact	conservators@ashdownforest.org

Step 1: The need for a DPIA

Ashdown Forest is undertaking a public consultation regarding the introduction of car park charging.

The public consultation questionnaire asks several questions directly related to the planned car park charging scheme, and several questions related to respondents' use of Ashdown Forest.

To improve understand of where users of Ashdown Forest live, respondents are asked to provide their post code or the name of their nearest village or town. This information will be used to analyse the distance that people are travelling to access Ashdown Forest. This information will allow comparisons to be made with existing information and future surveys to determine changes and trends in use of Ashdown Forest.

Respondents are requested to provide their email address. This information is to allow Ashdown Forest to send respondents a copy of the public consultation report and other information if respondents indicate they wish to receive it.

The collection of private information from individual respondents to the public consultation, which includes both their email address and their post code, requires the preparation of this DPIA.

The public consultation will be hosted on the [Consultations in East Sussex](#) page of East Sussex County Council. The consultation will include a link to this DPIA on the Ashdown Forest website and to a

privacy notice on the Ashdown Forest website. More information on the privacy policies applied by East Sussex County Council is also available [Privacy notices – East Sussex County Council](#)

Step 2: Data processing

Data processing undertaken

Most of the data collected during the consultation process will be automatically analysed by software embedded within the online questionnaire format.

Information collected through a limited number of open questions will need to be analysed directly. This data will be extracted and stored separately from the questionnaires and any personal information associated with the questionnaires. We encourage respondents to avoid including identifiable information in open text answers.

The online survey is commissioned by Ashdown Forest and all analysis will be carried out by Ashdown Forest. The online survey is hosted on the East Sussex County Council section of the Citizen Space platform. Data will be passed from East Sussex County Council to Ashdown Forest conservators to enable analysis. All transfer of data will be carried out securely in accordance with the county council's established data security policies and no data will be retained by the county council beyond the end of 2021.

Post code or village or town data will be extracted from the questionnaires and stored separately from the questionnaires. This information will be used to prepare maps of the geographical locations of visitors to Ashdown Forest. There will be no connection between these maps and the individuals that provided their post codes or village or town. The maps and locations of Forest users will be retained for comparison with other past and future surveys to identify trends in where users of Ashdown Forest live and travel to the Forest from.

Email addresses, if provided, will be extracted from the questionnaires, and imported into Ashdown Forest's data base of contact email addresses. This data will be retained to allow participants to receive copies of the public consultation report and other information about Ashdown Forest.

All data collected and retained will be subject to the General Data Protection Regulations as indicated in the [Guide to Data Projection](#) published by the Information Commissioner's Office. All data collected and retained will also be subject to Ashdown Forest's [Privacy Policy](#).

No information collected will be shared with any other parties for any reason.

No forms of data processing are identified as high risk with respect to privacy.

The scope of data processing

The data collected will be:

1. Responses to 4 multiple choice questions related to the planned introduction of car park charges on Ashdown Forest
2. Responses to 1 open question related to the planned introduction of car park charges on Ashdown Forest
3. Responses to 6 multiple choice questions related to respondent's use of Ashdown Forest
4. The post code or nearest town or village of respondents if provided
5. The email address of respondents if provided

No special category or criminal offence data will be collected.

Single answers to 10 multiple choice questions will be collected and analysed.

Information rich answers to 1 question will be collected if provided by respondents.

All collected information will be analysed to provide Ashdown Forest with information on respondents' perspectives on the planned introduction of car park charging, on their historical, current and projected future use of Ashdown Forest, and on the residential locations of respondents.

The survey is a one-off survey and will not be repeated, though some questions may be re-used in any future surveys related to visitor use of Ashdown Forest to allow for comparisons across time to understand trends in the use of Ashdown Forest.

No questionnaires will be retained. Online copies will be erased, and hard copies destroyed as soon as data from them has been extracted and analysed.

It is not possible to state the number of individuals that will be affected by this DPIA as this will depend on the number of respondents to the questionnaire. It is hoped that respondents will number in the thousands.

The geographical cover of the public consultation and this the data collected is likely to be strongly focused on communities within 10km of Ashdown Forest as this is where the majority of users of Ashdown Forest live. However, as the public consultation will be open to the public, respondents may come from anywhere.

The context of the data processing

The collection, use and storage of personal data required for this public consultation process is undertaken in conformity with Ashdown Forest's [Privacy Policy](#).

All respondents will be voluntary and self-selected. The public consultation will be advertised in and around Ashdown Forest, especially on Forest car parks, and in the communities around the Forest. Ashdown Forest will have no one-to-one relationship with respondents in relation to the consultation exercise.

The format for making the online consultation questionnaire available to the public, and of collecting and analysing the data, are well tried and tested. The questionnaire design has been supported by East Sussex County Council's Communications Department which has undertaken numerous similar consultations in the past, and will be hosted on the East Sussex County Council website.

There are no prior concerns over the process to be undertaken and the process is not novel in any way.

The purposes of the data processing

The questionnaire is designed to:

1. Collect the perspectives of respondents on the planned introduction of car parking charges on Ashdown Forest.

This information will allow Ashdown Forest to fine-tune the proposal to make it more appropriate and effective. This will be a benefit to the users of Ashdown Forest. There will be no specific benefit to the individuals that complete the questionnaire. The information will also be of benefit to Ashdown Forest as the parking charges scheme will be more likely to be effective and acceptable to users of Ashdown Forest.

2. Collect information on the kind and frequency of use of Ashdown Forest

This information will allow Ashdown Forest to better understand the use of the Forest which will assist in the preparation of plans to manage, protect and ensure access to the Forest. This will be of benefit to both the users and managers of Ashdown Forest as well as the larger local, national and global community.

3. Collect information on the locations from which people are travelling to visit Ashdown Forest

This information will allow Ashdown Forest to better understand the use of the Forest which will assist in the preparation of plans to manage, protect and ensure access to the Forest. This will be of benefit to both the users and managers of Ashdown Forest as well as the larger local, national and global community.

4. Collect the email addresses of respondents

This information will allow Ashdown Forest to send respondents a copy of the consultation report and other information about Ashdown Forest. This will be a benefit to respondents and to Ashdown Forest.

In general, the information to be collected will support the effective implementation of car park charging on Ashdown Forest, which will benefit a broad range of local, national and international stakeholders by supporting improvements to the management of Ashdown Forest.

Step 3: Consultation process

Consulting with relevant stakeholders

The development of this consultation process has benefitted from the following consultations and discussions:

1. Internal discussion with relevant members of the Ashdown Forest team and the Board of Conservators
2. Close consultation with the East Sussex County Council Communications Team
3. The Visitor Management team at Epping Forest have been consulted on the design and implementation of a similar public consultation.

Most data processing will be undertaken automatically.

Some data will be processed by the Ashdown Forest Stakeholder Consultation Manager.

A range of stakeholders have been made aware that Ashdown Forest is exploring the possibility of introducing car park charges and that a public consultation process will be undertaken. Their perspectives on the consultation have been noted.

No further consultations are planned.

Step 4: Assessing necessity and proportionality

Compliance and proportionality measures

The lawful basis of the processing of collected data is Consent. Article 6(1)(a) GDPR.

The processing of the collected data does achieve the purpose of Ashdown Forest in undertaking the public consultation as it will provide valuable information on the perspectives of parties who decide to take part in the consultation process regarding the introduction of parking charges, this supporting the successful design and implementation of the scheme.

No other way of achieving the same outcome has been identified. The approach being used is a well tried and tested approach.

Mission creep will be avoided by the limited questions being asked, and the strong focus on the immediate objective. No other parties will have access to the data collected which will also help ensure mission creep is avoided.

Data quality is assured by the software and platform that will be used for the online questionnaire. This is being provided and its use supported by the East Sussex County Council Communications Department which has great experience in the use of the system.

The addition into the database of questionnaires submitted in hard copy or as attachments to emails will be managed by the Ashdown Forest team. A strict system for transcribing information, data cleaning and cross verification will be employed to avoid errors.

The Consultation Report will be in the public sphere. It will be posted on the Ashdown Forest website. Individuals who provide their email address will be sent a copy of the report.

All data processing will be undertaken automatically by the online system or by one member of Ashdown Forest staff. The rights of individual respondents will be observed.

There will be no international data transfers.

Step 5: Risk assessment

Describe source of risk and nature of potential impact on individuals. Include associated compliance and corporate risks as necessary.	Likelihood of harm	Severity of harm	Overall risk
Release of stored private information resulting from a data hack by a third party	Possible	Minimal	Low
Release of stored private information by an internal party	Remote	Minimal	Low

Step 6: Risk mitigation

Identify additional measures you could take to reduce or eliminate risks identified as medium or high risk in step 5

Risk	Options to reduce or eliminate risk	Effect on risk	Residual risk	Measure approved
Accidental release of stored private information resulting from a data hack by a third party	<p>Maintain high levels of security on Ashdown Forest computer server through regular maintenance of the system</p> <p>Ensure all with access to the server follow security protocols</p> <p>Provide periodic refresher training on information and data security protocols</p> <p>Maintain and share internally Ashdown Forest's Privacy Policy</p>	Reduced	Medium	Yes
Purposeful release of stored private information by an internal party	<p>Staff recruitment protocols</p> <p>Awareness raising within Ashdown Forest Team</p>	Accepted	Low	Yes

Step 7: Sign off and recording outcomes

Item	Name/position/date	Notes
Measures approved by:	James Adler CEO, Ashdown Forest	Integrate actions back into project plan, with date and responsibility for completion
Residual risks approved by:	James Adler CEO, Ashdown Forest	If accepting any residual high risk, consult the ICO before going ahead
IGO advice provided:		DPO should advise on compliance, step 6 measures and whether processing can proceed

Summary of DPO advice:		
DPO advice accepted or overruled by:		If overruled, you must explain your reasons
Comments:		
Consultation responses reviewed by:		If your decision departs from individuals' views, you must explain your reasons
Comments:		
This DPIA will kept under review by:		The DPO should also review ongoing compliance with DPIA