Appendix A1

Update on footfall data from HUQ (the Council's footfall data provider)

Our data collection process uses GPS technology to pinpoint a devices location within 5m distance. As we can see the devices' location, we can accurately determine when the device enters and exits your boundary.

We have direct relationships with our app publishers whereby we collect aggregated and anonymised data through our proprietary Software Development Kit (SDK). With the appropriate user permissions, our software runs in the background of popular mobile apps and games to collect data. Importantly, we do not collect any identifiable information. Our partner apps are required by us to employ strict privacy measures and are subject to regular privacy audits.

At a minimum, we require the provision of clear, intelligible disclosures and consent requests to users. This effort is aided by strict Google Play and Apple Appstore regulations on publishers wishing to collect consent and permissions for specific data access. This allows us to be confident that the data we collect is compliant, accurate and of high quality. It's worth noting here that, due to these requirements, we do not collect data from anyone under the age of 18.

It's important to remember that with our methodology, in the underlying data, we are monitoring a subsection of the population. This data is then processed against the number of observed devices we collect to reflect a statistically significant estimate of actual footfall for a given day.

One of the benefits of using GPS technology instead of hardware set ups (such as sensors or cameras), is that we are able to capture individuals once per day, no matter the behaviour, to give a number of unique visitors to the area. We have seen many instances with other clients who have used hardware setups previously, and found that visitors were counted multiple times, skewing their figures.

When capturing the data, we're dedicated to presenting the number of <u>true</u> visitors to the area, and therefore have measures in place to prevent counting people who are just passing through the boundary - This includes only counting devices which are within a boundary for more than 10 minutes. This also helps to prevent noise where main roads cut through boundaries. However, traffic along main roads causing standstill traffic should also be considered where numbers seem elevated.