

Northern Travel Behaviour Survey privacy notice

Who we are

Transport for the North ("TfN") is a public organisation making the case for strategic transport improvements across the north of England. TfN is committed to making sure that we tell you about the ways in which we use your personal information and that we have the right controls in place to make sure it is used responsibly and kept safe from inappropriate access, theft, or misuse.

This notice explains how we use your information and tells you about your privacy rights and how the law protects you. For further information about our core data protection obligations and commitments please see TfN's primary [privacy notice](#).

Summary of the survey

TfN is conducting large-scale household and passenger surveys throughout the north of England. The aim of the surveys is to produce comprehensive data on travel patterns and behaviours of members of the public within the north of England, which TfN can use going forward to inform our policies and strategies.

TfN is the controller of the personal information collected in the survey. We have commissioned the research and determined what information should be collected.

What information do we collect and why?

The household survey will capture:

- The number of people in your household
- Names of people in your household
- Internet access
- Your use of cars and other types of private transport
- Your travel by public transport
- Walking and cycling
- Factors affecting your travel (for example, whether you have any disabilities or health problems affecting your mobility)
- Trips made by individuals in each household
- A recall of longer distance trips made in the last two weeks

The intercept survey, carried out on trains (or on platforms) will capture:

- Your name, email address and telephone number in the event quality checks are required regarding the interview
- The number of people in your household
- Your use of cars and other types of private transport
- Your travel by public transport

- Walking and cycling
- Factors affecting your travel (for example, whether you have any disabilities or health problems affecting your mobility)
- Details of the journey being made at time of interview

The surveys capture demographic information. This includes:

- Age
- Gender
- Residential status
- Household income
- Personal income
- Employment details
- Education details

We ask for the following special categories of personal information:

- Health
- Racial or ethnic origin

We also ask for your name, email and / or postal address in order to provide you with a voucher, where you have met the eligibility criteria.

Our lawful basis for processing your information

Article 6 1(e) of UK GDPR. Processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

The legal basis we rely on for processing your special category personal information is Article 9 2(g): the processing is necessary for reasons of substantial public interest, in ensuring equality of opportunity or treatment.

How information is collected

For the household survey, households are chosen at random, inviting them to complete an online or postal survey. The household survey is carried out on behalf of TfN by Ipsos Mori UK Limited ("Ipsos").

The intercept surveys will be conducted by way of an interviewer administered survey, using a QR code on your personal device or by completing a postal survey. Responses will be captured on the interviewer's electronic tablet device. The survey is carried out on behalf of TfN by Perspective Research Services Limited.

How we ensure the security of your data

We are committed to keeping your information safe and protected from accidental loss or alteration, inappropriate access, misuse or theft.

As well as technical, physical and organisational controls, we recognise that a well-trained, informed, and security alert workforce minimises privacy risks from human error and/or threats from malicious actors.

We require our service providers to implement appropriate industry standard security measures, and only allow them to process your personal information for specified purposes as written in our contracts with them. The service providers for the surveys are as follows:

- Perspective Research Services Limited who will conduct the intercept surveys on behalf of TfN and share data with Ipsos.
- Formara Limited who will print the postal invites and reminder letters and share data with Ipsos.
- Rackspace Limited who provide managed hosted services to Ipsos. Rackspace Limited's data centre is hosted in the UK.
- Large Language Models (LLMs), artificial intelligence e.g. Open AI, using an Ipsos dedicated environment, to assist with cleaning trip data. For example, where there are multiple potential destination postcodes, LLMs might be used to select the best match.
- Ipsos, to include Ipsos group companies within the EEA, will collate the survey information, remove names, postal and email addresses and share with Mott MacDonald Limited.
- Mott MacDonald Limited will process the data received from Ipsos to create datasets for use within model estimations and future TfN applications.
- an Ipsos subcontractor will provide the postcode lookup integrated into the online script so that participants can search and select the correct origin and destination data as part of the online travel diary.

Data transfers

All data collected by TfN will not be transferred outside of the European Economic Area.

Data retention

We will delete data which directly identifies you once it has been validated and backchecked. This is usually within six months of the surveys finishing.

TfN will retain the anonymised survey data for as long as it is considered useful for the research objectives.

Data sharing

The information collected as part of the surveys will only be used by TfN for the purposes explained above. TfN may, in the future, share the results of the surveys or aggregated/anonymised data with our research partners, such as, DfT and local authorities. You will not be identifiable in any results or data shared.

Your rights

TfN must comply with the UK GDPR and the Data Protection Act 2018.

Under data protection law, your rights include:

- Your right of access - You have the right to ask us for copies of your personal information.
- Your right to rectification - You have the right to ask us to rectify information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.
- Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.
- Your right to restriction of processing - You have the right to ask us to restrict the processing of your information in certain circumstances.
- Your right to object to processing - You have the right to object to the processing of your personal data in certain circumstances.
- Your right to data portability - You have the right to ask that we transfer the information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

If you wish to make a request, please contact us at:

- Email: info@transportforthenorth.com
- Post: Data Protection Officer, Transport for the North, C/O Manchester City Council, PO Box 532, Manchester, M60 2LA

How can I make a complaint?

If you are not satisfied with how TfN is using the information we hold about you, please contact our Data Protection Officer at:

- Email: info@transportfornorth.com
- Post: Data Protection Officer, Transport for the North, C/O Manchester City Council, PO Box 532, Manchester, M60 2LA

If you are still not satisfied with TfN's response to any request to exercise your individual rights or if you believe that TfN is not processing your personal data in accordance with the law, you can contact the Information Commissioners' Office:

Post: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, SK9 5AF.

Telephone: 0303 123 1113.

Website: <https://www.ico.org.uk>