

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 and other public bodies 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 Northern Travel Behaviour Data Collection project is being carried out by Transport for the North (TfN), in support of its work for the Department for Transport (DfT) and partner organisations.

The survey is important because there is currently insufficient evidence about how people's travel habits change when transport services or infrastructure improve. The information collected will help build a stronger understanding of how people travel, which will support better decisions about future transport improvements.

The findings will inform both regional and national planning and investment, helping ensure that future transport developments reflect the real needs and behaviours of communities across the North.

The survey involves two stages; a pilot intercept survey and a household survey.

The household survey will capture:

- Your name and telephone number in order to undertake the telephone survey
- Your home address
- 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 the day before the survey is completed by individuals in each household, including address details and postcode of journey start and end points
- A recall of longer distance trips made in the last two weeks, including address details and postcode of journey start and end points

A pilot intercept survey was carried out on trains (or on platforms) in March 2025 but is no longer being conducted. It captured information such as:

- Participant's name, email address and telephone number in the event quality checks are required regarding the interview
- The number of people in the participants' household
- Use of cars and other types of private transport
- Participant's travel by public transport
- Walking and cycling
- Factors affecting the participant's travel (for example, whether they had any disabilities or health problems affecting their mobility)
- Details of the journey (including the full addresses and postcodes of start and end points) being made at time of interview

The surveys capture demographic information. This includes:

- Age
- Gender
- Residential status
- Household income
- Personal income
- Employment details
- Work address and postcode, where applicable
- 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. Please note that

information from partially completed survey responses will be collected as part of the survey.

For information about your rights in relation to the collection of your information, see the “Your rights” section below.

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 telephone survey. A postal option was offered previously but this option is no longer available. An option to complete the survey via telephone will be provided to participants as an alternative to the online survey. The household survey is carried out on behalf of TfN by Ipsos (market research) Limited (“Ipsos”).

The pilot intercept surveys was conducted by way of an interviewer administered survey, using a QR code on the participant’s personal device or by completing a postal survey. Responses were captured on the interviewer’s electronic tablet device. The survey was 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:

- Ipsos, to include Ipsos group companies within the European Economic Area (EEA), will collate the survey information, remove names, postal and email addresses and share with Mott MacDonald Limited ("Mott MacDonald").
- Formara Limited who will print the postal invites and reminder letters and share data with Ipsos. The Delivery Group will collect the printed letters and deliver them.
- an Ipsos subcontractor, IDDQD Limited ("Ideal Postcodes"), 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.
- Rackspace Limited who provide managed hosted services to Ipsos. Rackspace Limited's data centre is hosted in the UK.
- Google Cloud Platform (located in Frankfurt) who provide hosting services for the online survey.
- 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.
- Mott MacDonald will process the personal data received from Ipsos to create datasets for use within model estimations and future TfN applications.
- Choice Analysis and Training Limited will receive the personal data from Mott MacDonald and work with them on the model estimations.
- Perspective Research Services Limited who conducted the pilot intercept surveys on behalf of TfN and share data with Ipsos.

Data transfers

All data collected by TfN will not be transferred outside of the EEA.

Data retention

We will delete data which directly identifies you (name, address, email, full postcode) once it has been validated and backchecked. This is usually within six months of the surveys finishing.

TfN will retain the survey personal data, including geographical information about your home and workplace location and start and end of trips (see below for details), for as long as it is considered useful for the research objectives.

Data sharing

Ipsos will not share your personal information such as name, phone number and any full addresses with any other organisation. Location data you provide as part of your trip information will be provided to Mott MacDonald and TfN to be used for analysis purposes and modelling. This includes your home and work postcode sector (first part of the postcode and the number from the second part e.g YO11 3) and output area (geographic unit containing 40-250 households). It will also include the postcode sector and output area for the start and end of all trips you provide details for. Full postcode will not be provided to Mott MacDonald or TfN and as stated above, will usually be deleted within six months of the surveys finishing

The reason Ipsos will share geographical data (postcode sector and output area) with Mott MacDonald and TfN is because the travel data, such as start and end of trip locations, is necessary for effective modelling and analysis. The location of your home and workplace will be disclosed to Mott MacDonald and TfN (postcode sector and output area) because having the home and workplace location outside of the trip records is helpful information to check for internal consistency within the survey responses.

The information collected as part of the surveys will be used by TfN for the purposes explained above. TfN may, in the future, use the data for other studies and share the results of the surveys or aggregated data with other public bodies.

Public bodies that TfN might share the results of the surveys or aggregated data with include:

- Our constituent authorities, as set out in Section 2 of [The Sub-national Transport Body \(Transport for the North\) Regulations 2018](#). Where a constituent authority is a combined authority ("CA") or a combined county authority ("CCA"), this also includes the local authority members of the CAs or CCAs.
- National infrastructure and governmental bodies, including but not limited to National Highways, Network Rail, the Department for Transport, and other relevant central government departments, agencies, or public authorities, as well as any successor organisations or entities performing substantially similar functions.

Where we share your information with other public bodies, we will have data sharing arrangements in place so the information can only be used to inform regional and national planning and investment. The public body we share your information with must follow the same strict rules we do.

We will never sell your information or give your information to third parties for marketing purposes.

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@transportforthenorth.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>