

This survey and your personal data

Project name and job number: 25-040544-01 Evaluation of Digital Pay As You Go Trials

This privacy notice explains who we are, the personal data we collect, how we use it, who we share it with, and what your legal rights are.

About the Department for Transport

- The Department for Transport (DfT) are conducting research into new and innovative options for ticketing to support the modernisation of rail travel. One of these innovations is digital pay as you go (DPAYG) ticketing. DPAYG is being trialled with selected passengers to see how well it works for in terms of their experience of buying tickets for rail journeys.
- DfT's privacy policy has more information about your rights in relation to your data, how to complain and how to contact the Data Protection Officer. You can view it at: <https://www.gov.uk/government/organisations/department-for-transport/about/personal-information-charter>
- DfT is the data controller and Ipsos UK are the data processor for this research.

About Ipsos UK

- Ipsos MORI UK Limited and Ipsos (market research) Limited are a specialist research agency based in the UK, commonly known as Ipsos and referred to in this privacy notice as "Ipsos UK". Ipsos UK is part of the Ipsos worldwide group of companies, and a member of the Market Research Society. As such we abide by the Market Research Society Code of Conduct and associated regulations and guidelines.

What personal data has Ipsos UK received from the Department for Transport for this survey?

- The Client will share a limited amount of your personal data so that you can be invited to take part in this research survey. You will have registered to take part in the trial with East Midlands Railways (EMR) and Trainline in line with the privacy notice available here: [Privacy policy - EMR](#) [Privacy Policy - Trainline](#)
- You will also have given your consent to EMR to invite you to take part in the research survey.
- The personal data that the Client will share with us for this survey is:
 - Pseudonymised demographic data from East Midlands Railway.
 - Trainline customer ID received from Trainline.
 - Trial app data received from Trainline, including your travel history, app usage data and any dispute data.

What is DfT's legal basis for processing your personal data?

- DfT requires a legal basis to process your personal data. DfT's legal basis is Public Task, Article 6.1(e) - 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.
- DfT will not have access to your personal data and Ipsos will process your personal data to conduct the research.

What is Ipsos UK's legal basis for processing your personal data?

- Ipsos UK also requires a legal basis to process your personal data associated with the management of any incentive they offer for completion of the survey, for data linking, and for follow up research. Ipsos relies on your consent to send you information relating to any incentive or follow up research.

- If you wish to withdraw your consent at any time, please see the section below covering 'Your Rights'.

How will we use any personal data including survey responses you provide?

- Ipsos UK will use the pseudonymised demographic data from EMR and Trainline customer ID from Trainline to invite you to the survey.
- Responding to this survey is entirely voluntary.
- Ipsos UK will use your responses solely for research purposes and to produce anonymous research findings and insights. This means you will not be identifiable in any of the reporting.
- Ipsos UK will also link Trainline trial app data with your survey responses for analysis purposes.
- Ipsos UK will use the pseudonymised demographic data from EMR and Trainline customer ID and link it with Trainline trial app data.
- Ipsos UK will keep your personal data and responses in strict confidence in accordance with this privacy notice. Anonymised responses at an aggregate level will be shared with the client, and Ipsos UK can assure you that you will NOT be identifiable to the client or in any published results at an identifiable level.

Who we share your data with?

- Ipsos UK will be using their dedicated Large Language Model (Artificial Intelligence, e.g. Open AI) using an Ipsos dedicated environment as data analysis aid. Only anonymous data will be used.
- No personal information is shared with DfT.

How will we ensure your personal information is secure?

- Ipsos UK and DfT takes its information security responsibilities seriously and applies various precautions to ensure your information is protected from loss, theft or misuse. Security precautions include appropriate physical security of offices and controlled and limited access to computer systems.
- Ipsos UK has regular internal and external audits of its information security controls and working practices and is accredited to the International Standard for Information Security, ISO 27001.

How long will we retain your personal data and identifiable responses?

- Ipsos UK will only retain your data in a way that can identify you for as long as is necessary to support the research project and findings. In practice, this means that once we have satisfactorily reported the research findings to the client, we will securely remove your personal, identifying data from our systems.
- For this project all personal data will be removed by 15th January 2028.

Where will your personal data be held & processed?

- All of your personal data used and collected for this survey will be securely stored and processed in the United Kingdom and the European Union.

Your rights.

- You have the right to access your personal data within the limited period that Ipsos UK holds it.
- If you want to contact the client about data they hold about you, please see the client's contact details below and/or their privacy notice (link provided above).
- Providing responses to this survey is entirely voluntary and is done with your consent. You have the right to withdraw your consent whilst we hold your personal data at an identifiable level.
- You also have the right to request from us the deletion or erasure of the personal information we hold about you.

- You also have the right to rectify any incorrect or out-of-date personal data about you which we may hold.
- If you want to exercise your rights, please contact us at the below Ipsos UK contact details.

If you have any complaints, we will appreciate if you give us an opportunity to resolve any issue first, by contacting us as set out below. You have the right to lodge a complaint with the UK's Information Commissioner's Office (ICO) if you have concerns on how we have processed your personal data. You can find details about how to contact the Information Commissioner's Office at [Make a complaint | ICO](#).

How can you contact DfT and Ipsos UK about this survey and/or your personal data?

- **Contact the Department for Transport:**
Email: DataProtectionOfficer@dft.gov.uk
Post: 25-040544-01 Evaluation of Digital Pay As You Go Trials
Data Protection Officer
Department for Transport
3rd Floor
One Priory Square
Hastings, East Sussex
TN34 1EA
- **Contact Ipsos UK:**
Email: UK-compliance@ipsos.com with "25-040544-01 Evaluation of Digital Pay As You Go Trials" in the email subject line
Post: 25-040544-01 Evaluation of Digital Pay As You Go
Data Protection Officer, Compliance Department
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