

From: [Newman James \(Privacy\)](#)
To: ["Simon Rice"; Richard Marbrow](#)
Cc: [Meadows Lizzie; McGirr Lee \(Privacy\)](#)
Subject: TfL customer research on the use of mobile device connection data - TfL RESTRICTED
Date: 17 February 2016 18:27:00
Attachments: [2016-02-10 TfL mobile data and privacy 2CV debrief.pdf](#)
[image001.jpg](#)

Hello both,

Further to the email exchange below and the DVD we provided of two of the workshops hosted by 2CV, please now find attached a summary of the outputs from our recent customer research focussed on the potential use of mobile device connection data. If there are any aspects of this report which you'd be interested in discussing in more detail please do let me know.

As with the previous document, I'd be grateful if onward distribution of this document was limited to your colleagues within the ICO.

Best wishes,

James

James Newman CIPM CIPP/E | Privacy and Data Protection Manager
Transport for London | Windsor House, 42-50 Victoria Street, London SW1H 0TL
T: [REDACTED] | M: [REDACTED] | E: [REDACTED]

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From: Newman James (Privacy)
Sent: 18 November 2015 20:34
To: Sara Rolin
Cc: Simon Rice; Meadows Lizzie; Sloane Peter; McGirr Lee (Privacy)
Subject: TfL update - TfL RESTRICTED

Hello Sara,

Hope this email finds you well. I just wanted to get in touch to provide you with an update on some of the issues referred to in our previous email exchanges...

Customer research – mobile connection data

This initiative is taking longer than we'd hoped to finalise, although the visual stimuli for the focus groups are currently being finalised by our in-house design team. The sessions themselves are now likely to take place in early January, but unfortunately the costs involved mean that it seems unlikely that we can arrange a viewing session for Simon to attend. However, we are going to be able to record one of the sessions to DVD and we'd be happy to share that recording (and the stimuli used) with Simon. Perhaps we could then meet (either in person or by telecon) to discuss some of the issues/themes raised by the participants during that session?

NB A copy of the research proposal is attached by way of some additional background information, but isn't really intended for wider distribution.

[REDACTED]

-

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

NB If you and any of your colleagues at the ICO are interested in a similar site visit we'd be happy to look into arranging one for early next year.

Meeting

You mentioned in a previous email that you might be available to have a catch up meeting during one of your future visits to London. We'd be interested in getting something fixed in the diary, so please feel free to pass on details of possible dates/times that would be convenient for you.

Best wishes,

James

James Newman CIPP/E | Privacy and Data Protection Manager

Transport for London | Windsor House, 42-50 Victoria Street, London SW1H 0TL

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From: Sara Rolin [[mailto:\[REDACTED\]](#)]
Sent: 09 October 2015 09:26
To: Newman James (Privacy); Simon Rice
Subject: RE: WiFi /mobile connection data

Thank you for your email James. We look forward to hearing from you once the proposal is complete.

Kind regards

Sara

Sara Rolin
Senior Policy Officer

Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF

T. [REDACTED] F. 01625 524510 ico.org.uk twitter.com/iconews

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From: Newman James (Privacy) [[mailto:\[REDACTED\]](mailto:[REDACTED])]

Sent: 02 October 2015 12:02

To: Sara Rolin; Simon Rice

Subject: RE: WiFi /mobile connection data

Hello Sara/Simon,

Yes, we'd be more than happy to share some additional information about this customer research. Our agency 2CV are just working with us to finalise the proposal at the moment, so I'll let you have a copy of that once it's complete.

The research is going to involve six focus groups each made up of a representative sample of our customers (i.e. motorists, cyclists, Tube users, bus users, etc.). I'll see if I can arrange for one of these to be a viewing session (these normally involve a two-way mirror!) and let you know the date/time. These groups often take place in the early evening so that the participants can attend after they've finished work or other day time commitments, but if you are able to make it along, you'd be most welcome to attend.

Best wishes,

James

James Newman | Privacy and Data Protection Manager

Transport for London | Windsor House, 42-50 Victoria Street, London SW1H 0TL

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From: Sara Rolin [[mailto:\[REDACTED\]](mailto:[REDACTED])]

Sent: 02 October 2015 09:09

To: Newman James (Privacy)

Cc: Simon Rice

Subject: WiFi /mobile connection data

Hi James

I think I mentioned to you when we were discussing the WiFi/mobile connection data proof of concept that the ICO has a Technology Group who provide us with technical and information security expertise.

Simon Rice, who I have copied in to this email, is the ICO's Technology Group Manager.

Simon was interested to hear that you are commissioning research focussed on how your customers would feel about the use of their WiFi/mobile connection data for transport planning and travel information purposes. He was wondering whether there is any scope for him to be given some insight into this research purely as an observer, possibly having sight of the questions proposed or even attending one of the workshops. If you think this may be possible and would like to discuss please let us know. Many thanks.

Thank you also for copying me into your emails to my colleagues about big data and the privacy notice workshop.

Best wishes

Sara

Sara Rolin
Senior Policy Officer

Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF

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From: Sara Rolin

Sent: 17 September 2015 11:58

To: 'Newman James (Privacy)'

Cc: Meadows Lizzie

Subject: RE: CCTV - proposed Information Sharing Procedure - TfL RESTRICTED

Hi James

[REDACTED]

Thanks for letting us know about the customer research you are commissioning in relation to the use of WiFi/mobile connection data for transport planning and travel information purposes. We'd be interested in the outcome of this research including your customer's views on the use of such technology in airports and shopping centres and look forward to hearing about this in due course.

[REDACTED]

[REDACTED]

Kind regards

Sara

Sara Rolin
Senior Policy Officer

Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF

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From: Newman James (Privacy) [[mailto:\[REDACTED\]](mailto:[REDACTED])]

Sent: 11 September 2015 13:22

To: Sara Rolin

Cc: Meadows Lizzie

Subject: RE: CCTV - proposed Information Sharing Procedure - TfL RESTRICTED

Hi Sara,

Thanks for your email and apologies for the delayed response! Things are fine down here with us, although a bit hectic... hope all is well with you.

[REDACTED]

On a completely unrelated topic you might recall that we discussed a possible 'proof of concept' involving the use of WiFi/mobile connection data for transport planning and travel information purposes when we met towards the end of last year. Not an awful lot has happened since then(!), but at the time you did suggest that we try and find out how our customers would feel about this use of their data (even if it was in an anonymised/aggregated form), consequently we are just in the process of commissioning some qualitative customer research focussed on this very issue. Once the workshops have taken place and the results have been analysed, we'd be happy to share these with you if they would be of interest (we'll also be testing our customer's views on the use of such technology in airports and shopping centres to see the scene, so that more general (ie non-TfL specific) feedback may also be of interest).

[REDACTED]

[REDACTED]



Best wishes,

James

James Newman | Privacy and Data Protection Manager

Transport for London | Windsor House, 42-50 Victoria Street, London SW1H 0TL

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