

From: [Newman James \(Privacy\)](#)
To: [Richard Marbrow](#)
Cc: [Simon Rice](#); [McGirr Lee \(Privacy\)](#); [Meadows Lizzie](#); [Richard Nevinston](#); [Darren Read](#)
Subject: RE: TfL Wi-Fi data analytics pilot - TfL RESTRICTED
Date: 20 July 2016 12:12:00

Hi Richard,

How about 10.30am on 11 August? I'll arrange for relevant colleagues from both our Customer Experience and Taxi & Private Hire functions to attend part of the meeting so that they are on hand to answer any questions that arise during the discussion.

[REDACTED]

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]

Personal information plays a critical role in keeping London moving. Take a look at the [Privacy & Cookies](#) section of the TfL website to find out more. If you work for TfL or one of its subsidiaries visit [Managing personal information](#) to view a summary of your privacy and data protection responsibilities.

From: Richard Marbrow [mailto:[REDACTED]]
Sent: 20 July 2016 09:48
To: Newman James (Privacy); Simon Rice
Cc: McGirr Lee (Privacy); Meadows Lizzie; Richard Nevinston; Darren Read
Subject: RE: TfL Wi-Fi data analytics pilot - TfL RESTRICTED

Hi James,

Thanks for this. It looks like a meeting may be in order [REDACTED]
[REDACTED]. Is there any chance you could do either the afternoon of 9 August or the morning of 11 August please? I would be bringing a couple of colleagues from our Business and Industry team.

Thanks
Richard

Richard Marbrow
Senior Policy Officer – Government and Society – Strategic Liaison

Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF
T. [REDACTED] F. 01625 524510 ico.org.uk twitter.com/iconews
Please consider the environment before printing this email

From: Newman James (Privacy) [mailto:[REDACTED]]
Sent: 15 July 2016 16:43
To: Richard Marbrow; Simon Rice
Cc: McGirr Lee (Privacy); Meadows Lizzie
Subject: TfL Wi-Fi data analytics pilot - TfL RESTRICTED

Hello both,

I just wanted to get in touch to let you know that later this Summer, TfL is intending to launch a Wi-Fi data analytics pilot on a central section of the London Underground network. You may recall that this initiative was originally discussed with Sara Rolin and Andrew Rose in late 2014. In the intervening period we carried out some customer research focussed on the future use of Wi-Fi and other mobile device connection data (the outputs from which were shared with you in February of this year).

Attached to this email is a briefing paper which has been prepared by colleagues from our Customer Experience function who have been working with my team to ensure that associated privacy and data protection considerations have been addressed during the planning stages of the project. In addition, a number of other privacy and data protection related activities are underway:

- a revised PIA is currently being prepared
- a new web page providing information about the pilot is being created
- designs for signage (to be displayed at station access points, including platforms, for the duration of the pilot) which include a shortcut URL taking customers to the web page mentioned above, have been commissioned
- discussions are taking place with the TfL Press Office about how TfL might best raise awareness of the pilot (eg through a feature in the London edition The Metro, the free newspaper distributed to commuters) before it goes live

Although a number of potential use cases (ie business benefits) are outlined in the attached paper, at this pilot stage the focus is very much on data accuracy, quality and reliability.

If you have any questions, comments or suggestions about any of the above, please do let us know.

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]

Personal information plays a critical role in keeping London moving. Take a look at the [Privacy & Cookies](#) section of the TfL website to find out more. If you work for TfL or one of its subsidiaries visit [Managing personal information](#) to view a summary of your privacy and data protection responsibilities.

The contents of this e-mail and any attached files are confidential. If you have received this email in error, please notify us immediately at xxxxxxxxx@xxx.xxx and remove it from your system. If received in error, please do not use, disseminate, forward, print or copy this email or its content. Transport for London excludes any warranty and any liability as to the quality or accuracy of the contents of this email and any attached files.

Transport for London is a statutory corporation whose principal office is at Windsor House, 42-50 Victoria Street, London, SW1H 0TL. Further information about Transport for London's subsidiary companies can be found on the following link: <http://www.tfl.gov.uk/corporate/about-tfl/>

Although TfL have scanned this email (including attachments) for viruses, recipients are advised to carry out their own virus check before opening any attachments, as TfL accepts no liability for any loss, or damage which may be caused by viruses.

The ICO's mission is to uphold information rights in the public interest, promoting openness by public bodies and data privacy for individuals.

If you are not the intended recipient of this email (and any attachment), please inform the sender by return email and destroy all copies. Unauthorised access, use, disclosure, storage or copying is not permitted.

Communication by internet email is not secure as messages can be intercepted and read by someone else. Therefore we strongly advise you not to email any information, which if disclosed to unrelated third parties would be likely to cause you distress. If you have an enquiry of this nature please provide a postal address to allow us to communicate with you in a more secure way. If you want us to respond by email you must realise that there can be no guarantee of privacy.

Any email including its content may be monitored and used by the Information Commissioner's Office for reasons of security and for monitoring internal compliance with the office policy on staff use. Email monitoring or blocking software may also be used. Please be aware that you have a responsibility to ensure that any email you write or forward is within the bounds of the law.

The Information Commissioner's Office cannot guarantee that this message or any attachment is virus free or has not been intercepted and amended. You should perform your own virus checks.

Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF
Contact us: 0303 123 1113, www.ico.org.uk, livechat and twitter @ICOnews

Click [here](#) to report this email as SPAM.