



National Household Travel Survey 2023 – Ipsos Privacy Notice

The National Household Travel Survey and your personal data

This Privacy Notice explains who we (Ipsos) are, the personal data we collect, how we use it, who we share it with, and what your legal rights are.

About Ipsos

Ipsos 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 is Ipsos' legal basis for processing your personal data?

Ipsos requires a legal basis to process your personal data. The legal basis for data processing by us is through your consent to take part in the National Household Travel Survey. If you wish to withdraw your consent at any time, please see the section below covering 'Your Rights'.

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

It is important to note that participation in this study is entirely voluntary. Your household will be randomly contacted by telephone by our Ipsos interviewers, and you will only receive the survey via post if you consent for your household to take part in the survey.

Ipsos will keep your personal data and responses in strict confidence in accordance with our Privacy Policy. Ipsos will use your personal data and survey responses solely for research purposes and to produce anonymous, statistical research findings and insights for the National Transport Authority. Ipsos can assure you that you will NOT be identifiable by the National Transport Authority or in any published result.

How will Ipsos ensure my personal information is secure?

Ipsos 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. Your personal information is securely encrypted while being transferred to the servers and while being retained on the servers.



How long will Ipsos retain my personal data and identifiable responses?

Ipsos 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 anonymous research findings to the National Transport Authority, we will securely remove your personal, identifying data from our systems. For this project we will securely remove your personal data from our systems by September 2024.

Where will my personal data be held and processed?

The paper surveys used to collect data from your household for this study will be securely stored by Ipsos and will be destroyed once the information provided by you has been transferred to our servers.

All of your personal data used and collected for this survey will be stored by Ipsos in data centres and servers within Ireland, the UK and the European Economic Area. This is done in compliance with the General Data Protection Regulation (GDPR).

Your rights

- You have the right to access your personal data within the limited period that Ipsos holds it.
- Providing responses to this survey is entirely voluntary and is done so with your consent. You have the right to withdraw your consent and to object to our processing of your personal data at any time, by contacting us as set out in the section below “How can I contact Ipsos”.
- 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 address.
- You are also entitled to request from us to provide you with the personal data you may have provided to Ipsos.
- You have the right to lodge a complaint with the Data Protection Commission, if you have concerns on how we have processed your personal data. You can find details about how to contact the Data Protection Commission at <https://dataprotection.ie/> or by sending an email to: info@dataprotection.ie



How can I contact Ipsos and the National Transport Authority about this survey and/or my personal data?

Contact Ipsos:

Email: dpo.ireland@ipsos.com with “National Household Transport Survey” in the email subject line.

Post: National Household Transport Survey

Data Protection Officer

Ipsos

Block 3 Blackrock Business Park

Blackrock

Co. Dublin

Contact The National Transport Authority (NTA):

Email: info@nationaltransport.ie with “National Household Transport Survey” in the email subject line.

Post: National Household Transport Authority

Dún Scéine

Iveagh Court

Harcourt Lane

Dublin 2

