

# Privacy notice

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The loan bike scheme is provided via Better By Bike and Travelwest, which are jointly funded by the West of England regional authorities.

Bristol City Council is the data controller for the purposes of the Data Protection Act 1998 and other regulations including the General Data Protection Regulation (Regulation (EU) 2016/679), which means it determines what your data is used for and why it is collected.

The purpose of this privacy policy is to tell you about what information we collect about you when you use our service, how we use that information and who we may share it with.

## Contact details:

Sustainable Travel Field Team (STFT), Better By Bike, Bristol City Council, Floor 2, 100 Temple Street, BS1 6HT

Tel: 0117 3521105

Email: [travel.roadshow@westofengland.org](mailto:travel.roadshow@westofengland.org)

## What data we need to collect and the legal basis for processing it:

To provide this service, we will need to collect your name, address, email address and telephone number as well as complete a travel survey with you. We are collecting this data because we will contact you a minimum of one month after receiving your loan bike to find out your feedback and to see if your travel behaviour has changed.

## How long we will keep your data for:

The period of time that we will hold this data for will be determined by the timeframe required by our partner university to analyse the findings following the completion of the current scheme (funded by Department for Transport Access funding) in March 2022. After this, your information will be deleted or archived.

## Why we need to collect your data:

We need to collect your data in order to find out if our service has impacted the way you travel, and to collect feedback regarding your experience of using the service. We will use the travel behaviour data collected at both the delivery of the loan bike and the subsequent follow up (at least 1 month later) to see if your behaviour has been impacted by the service that you were given. The follow up data will be entered onto the Survey Monkey website and may be stored outside the EU by Survey Monkey until the new GDPR regulations come into place in May 2018. This privacy notice will be updated at this time to reflect changes in the regulations.

## Who we share your data with and why:

This data will be anonymised prior to being shared with the University of the West of England (UWE) so that they can analyse the success of the scheme. It will also be shared with [Steer](#) (the Council's chosen consultancy to fulfil this aspect of the project) in order to be used to report on KPIs.)

## If we have your consent to use your data:

You can withdraw your consent for us to process your information at any time. Please either email [travel.roadshow@westofengland.org](mailto:travel.roadshow@westofengland.org) or call 0117 352 1105 to request this and your personal details will be removed from our database.

**Where we have used automated processing or profiling:**

NA

**Where we have received your data from a third party:**

NA

**Yours rights as a data subject:**

You have the right to ask for access to your data and where data is found to be inaccurate to have that data corrected. In certain circumstances you have the right to have data held about you erased, or the use of it restricted. You may be able to object to processing, and may also have the right to have your data transferred to another data controller.

You have the right to have any inaccurate information corrected. You also have a right of complaint to the Information Commissioner's Office (ICO) at [www.ico.org.uk](http://www.ico.org.uk) if you think we have not dealt with your information in a proper manner.

You can ask to see what information we hold about you and have access to it. You can do this, by contacting:

Senior Data Protection Officer  
Bristol City Council  
ICT Commissioning and Information Governance  
P O Box 3176  
BRISTOL  
BS3 9FS

[Data.protection@bristol.gov.uk](mailto:Data.protection@bristol.gov.uk)

Other questions about the data being processed may also be sent to the above address.

**Fraud Prevention and Detection:**

Bristol City Council is required by law to protect the public funds it administers. It may share information provided to it with other bodies responsible for auditing, administering public funds, or

where undertaking a public function, in order to prevent and detect fraud. For more information visit <https://www.bristol.gov.uk/data-protection-foi/fraud-prevention-and-detection>

\*See [Personal data and data processing on the Source](#) for guidance on the legal basis for processing