

## GeoQuest Travel Project (Route Research & 24-062046) and your personal data

The UK General Data Protection Regulation (GDPR) requires that controllers provide certain information to people whose information (personal data) they hold and use. A privacy notice is one way of providing this information. 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 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.

Ipsos privacy notice can be reviewed here:  
<https://geoquestgb.ipsos.com/privacy/>.

### About Route Research Ltd

Route Research Ltd is a Joint Industry Currency responsible for providing audience estimates for out-of-home advertising across Great Britain. The data provided by Route is utilised to support and evaluate the trading of out-of-home advertising.

More information on Route can be found here:  
<https://www.route.org.uk/>.

Route’s privacy notice can be reviewed here:  
<https://www.route.org.uk/privacy.php.php>.

### What is Ipsos UK’s and Route Research’s legal basis for processing your personal data?

Ipsos UK & Route Research Ltd. (the “Client”) requires a legal basis to process your personal data. Ipsos UK’s & the Client’s legal basis for processing your personal data is your consent to participate in the GeoQuest Travel Project, including your consent to pass your pseudonymised survey and GPS data to the Client. Pseudonymisation is the processing of personal data in such a manner that the personal data can no longer be attributed to a specific person without the use of additional information, provided that such additional information is kept separately and securely.

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

### How will Ipsos UK and Route Research use any personal data including survey responses you provide?

Participating in this project is entirely voluntary and any answers are given with your consent.

Ipsos UK will keep your personal data and responses in strict confidence in accordance with this privacy notice. Pseudonymised individual responses and GPS data will be shared with the Client, however you will NOT be identifiable in any published results. Ipsos UK and the Client will only use your personal data and survey responses solely for research and analysis purposes. To enable text message communication with participants during the survey period, Ipsos will share the mobile number with British Telecom (BT). Acceptance of this is optional and requires participant consent. BT will retain this data for a maximum of 90 days.

### Who will we share your data with?

Ipsos UK will be using certain supplier organisations to assist us in running the research project and we will need to disclose your personal data to these supplier organisations for that purpose. These supplier organisations include:

- Ipsos OOH, an Ipsos entity that will help process the GPS data
- BT (telecoms for text messages) – only your phone number and no other data.
- Google Cloud, for the storage and processing of the data using Ipsos purposefully developed machine learning and generative AI models.

### What personal data will Ipsos UK share with Route for this project?

Ipsos UK will share certain pseudonymised personal data with the Client. The data will only be used for research and analysis purposes by the Client. The following pseudonymised data will be shared with the Client:

- Individual survey responses with key identifiers and sensitive data removed; this means that identifiable information relating to you such as your name, contact details ethnicity, disability, sexual orientation will be removed.
- GPS Travel data collected using the GeoQuest app.

## How will Ipsos UK ensure your personal information is secure?

- Ipsos UK 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 will Route Research ensure your personal information is secure?

Route Research implement technical and organisational measures to safeguard your data against unauthorised access, loss, alteration, or misuse. These measures include:

- Encryption of personal data both in transit and at rest.
- Access controls and user authentication.
- Regular security audits.
- Staff training on data protection and information security.

## How long will Ipsos UK retain your personal data?

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 processed the data, we will securely remove your personal, identifying data from our systems.

For this project we will securely remove your personal data from our systems 18 months after the end of the fieldwork year (By 07/2027).

## Where will your personal data be held & processed?

All your personal data used and collected for this project will be 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 project 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 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 data protection supervisory authority in your country or 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: [ico.org.uk/make-a-complaint](https://ico.org.uk/make-a-complaint).

## How can you contact Ipsos UK & the Client about this project and/or your personal data?

### • Contact Ipsos UK:

**Email:** [geoquest\\_help@ipsos.com](mailto:geoquest_help@ipsos.com) with "GeoQuest Travel Project" in the email subject line

**Post:** "Route AUM" 24-062046  
Data Protection Officer, Compliance Department  
Ipsos (market research) Limited and Ipsos MORI UK Limited  
3 Thomas More Square, London E1W 1YW, United Kingdom

### • Contact Route Research Limited:

**Email:** [DPO@route.org.uk](mailto:DPO@route.org.uk)

**Post:** 24-062046& GeoQuest Project  
Data Protection Officer  
Route Research Limited  
2nd Floor, 7-9, Charlotte Street, London, W1T 1RG, United Kingdom

## Changes to This Privacy Statement

We may update this privacy statement from time to time. The latest version will always be available at <https://geoquestgb.ipsos.com/privacy/> and [www.route.org.uk/privacy.php](https://www.route.org.uk/privacy.php)