RESEARCH SUMMARY

Title   Mobile data and privacy

Objective   Explore the extent to which TfL's potential use of Wi-Fi/
Bluetooth/Mobile network connection data raises privacy
concerns for customers and in what ways use of location data
could benefit customers

Date   11/02/2016   **Agency**   2CV

Methodology   6 x 1.5hr focus groups with TfL customers; mix of: modes;
life-stage; location; all had internet access at home or on
mobile smartphone or tablet; all use the internet on their
mobile

Abstract

**Mobile data tracking is a new concept for customers and its use is
relatively unknown. Consequently, there is some unease amongst
customers who are unsure of how it will be used by organisations.
This concern sits alongside a resignation that this technology will be
adopted and many customers then realise the potential benefits this
technology can deliver. Customers are broadly accepting of TfL using
mobile data and the concepts largely reflected positively on TfL (seen to
be advanced and intelligent). However, to drive engagement and
acceptance, TfL will need to: demonstrate transparency, reassure
customers around privacy concerns, and communicate that data usage
will benefit the customer.**

Key findings

Acceptability of mobile data tracking is affected by a number of factors.
Customers are broadly accepting of TfL using mobile data and they
understand it will provide them with a better travel experience.

Additionally, there is some understanding amongst customers that TfL already
use Oyster customer data to inform service delivery and planning, so this is a
logical extension of that.

Four TfL customer solution scenarios were tested. Overall, customers tended
to gravitate towards scenarios where they understood there was a clear
purpose for data collection and a tangible benefit to them as customers.

Scenario 3 (Wi-Fi connections on the Tube) and Scenario 4 (Registration on a
mobile device) were most well received in this regard. Scenario 1 (Road
beacons) and Scenario 2 (Mobile phone signals for Planning) had potential
but would benefit from repositioning and clarification of purpose and benefits.

While there is acceptance of TfL's use of mobile data; there are three core
principles that will help drive engagement and acceptance amongst

customers:

- **TfL needs to demonstrate transparency:** overt about mobile tracking data and how it is used
- **TfL needs to reassure customers regarding use of their data:** assure customers regarding the anonymity of their data and communicate that mobile operators and TfL work under strict data protection rules
- **TfL needs to communicate that data usage will benefit the customer:** critical that customers feel their improved experiences are driving the data collection and that the benefits feel tangible, immediate, and relevant

Job number:15085