

TRAVEL ADVISOR SERVICE FOR UNIVERSITY OF CAMBRIDGE STAFF - PRIVACY NOTICE

Transport consultancy Steer Davies & Gleave Ltd (Steer) has been appointed by the University of Cambridge to deliver a Travel Advisor service to University staff.

The purpose of Travel Advisor service is to provide participants with personalised information about the alternative travel options that are available to them for the journey to work, with a focus on identifying more sustainable travel options in line with the University's Transport Strategy. Personal information will be collected via a pre-conversation form and during a conversation with the participant via a Teams call, to assist with identifying suitable alternative travel options for that participant, and to circulate supporting information to help the participant to take up those travel options.

For this purpose, the University of Cambridge is the Data Controller and Steer is the Data Processor.

This Privacy Notice outlines how Steer will collect, store and process personal data provided as part of this role.

Data we need to collect and why

- **Participant contact details – name and email address.** This information will be used to set up the Teams call with the Travel Advisor, to collect pre-conversation information to assist the Travel Advisor with the preparation of personalised information, to circulate supporting information following the session by email, to undertake further follow up by email, and to facilitate a request for feedback on the service by email.
- **Participant home postcode.** This information will be used to understand where the respondent lives and therefore the journey to work they are making and would like assistance and advice with.
- **Participant mobility information affecting their travel choices** – participants will be invited to provide any additional information about their mobility which may affect their choice of travel options, in order to enable the Travel Advisor to provide information and advice which is appropriate to their needs.

The information will not be used in any other way.

We are collecting this information to enable the University of Cambridge assist staff in understanding the range of travel options available to them, in line with the objectives of the University's agreed Transport Strategy.

How long will we keep your data? Steer will only retain your personal data for as long as necessary to fulfil the purposes we collected it for (i.e. to enable us to deliver the Travel Advisor service, provide personalised information and ongoing support to participants as required). Personal data will be deleted/anonymised at the completion of the project (anticipated to be May 2023).

Where will your data be stored and processed? The pre-conversation form and follow up surveys are being undertaken using Microsoft Forms. Data for European-based tenants is stored by Microsoft on servers in Europe. Once the survey has been completed the data

will be held securely within the EEA on Steer's IT infrastructure with suitable security in place to ensure that it is safe.

Who do we share your data with? Other than using Microsoft Forms to process your data, we will not share your data with any third party.

Your rights 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.

You also have a right of complaint to the Information Commissioner's Office (ICO) at www.ico.org.uk if you think Steer has 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 privacy@steergroup.com

Contact information

Name of Data Controller: University of Cambridge

Name of Data Processor: Steer Davies & Gleave Ltd (Steer). Steer is responsible for providing you with this privacy notice, and is a point of contact in relation to any questions or concerns you may have about your privacy, and in relation to any rights you may want to exercise as a data subject.

If you have any questions about your privacy and this notice, please contact privacy@steergroup.com quoting 'University of Cambridge Travel Advisor service'.