

Privacy Notice

For the purposes of the Data Protection Act (2018) and the General Data Protection Regulations (GDPR), the 'controller' of the personal data which you provide in the attached form is the Cambridgeshire & Peterborough Combined Authority ("the Combined Authority", "we", "us") of 2nd floor, Pathfinder House, St Mary's Street, Huntingdon, Cambs, PE29 3TN (Tel: 01480 277180).

The Combined Authority is registered with the Information Commissioner's Office with registration number ZA277619. The Combined Authority is collecting this data and will process it for the purpose of understanding and identifying information surrounding the future of Bus travel and Bus Franchising. The purpose of this engagement exercise is to meet, and exceed, the Statutory requirements of making a franchising scheme as set out in The Bus Services Act 2017.

Questions regarding some of your personal data and some special category data are asked as we recognise that the needs of different customer groups can vary and we are committed to improving transport services for all customers within the region. In addition, the online survey will capture your IP address when you complete an online survey, however we will not process this data further. We will publish comments/feedback you provide in the consultation's outcome reports available on 22nd January 2025 to demonstrate the feedback we have taken into account. This does not contain any of your identifiable information.

The Combined Authority will share the data, comments, feedback and/or opinions obtained during the consultation with Walnut Unlimited and Westco Communications who will provide analysis of the data for the Combined Authority Data for the purpose stated above. If respondents have provided their contact details, we may retain their personal data to re-contact them beyond the bus consultation. Where you request a response to a question from the project team, we will share your name and contact information with the project team at the Combined Authority. We will not share your information with any other organisation or third party other than those named above. However, there may be other circumstances in which we may share or use certain information about you, which are:

- if we have a legal obligation to do so or if we are required or requested to do so by a competent authority such as the police or a court;
- if we need to use or disclose your information to obtain legal advice or in connection with legal proceedings;
- if we need to share your information to protect your vital interests if you are unable to give us consent or it is unreasonable for us to ask for your consent in the circumstances (e.g. if you are injured). We will retain your information for the duration of the project in accordance with our information retention policy and on the expiration of such period we will safely delete it.

Information provided to the Combined Authority will be processed on the basis of Article 6(1)(e) of the UK GDPR which states that processing is necessary for the purposes of a task carried out in the public interest.

As a data subject you have a number of rights under the DPA. These include the right to access the information which we hold about you. In some cases, you may have a right to have your personal data rectified, erased or restricted, and to object to certain use of your data. This would not affect the legality of what we do with your personal data before you make such a request and would not stop us from continuing to use your data to the extent that we do not require your consent. It would stop us from further using data for purposes which require your consent (e.g. marketing). Walnut Unlimited and Westco Communications will support us with data processing.

newvista (owned by Walnut Unlimited Limited) complies with all applicable data protection legislation and follows the Market Research Society's code of conduct. All data is treated as private and confidential. You may withdraw your participation at any time.

Any personal data you provide as part of this survey response is governed by the privacy policy of Walnut Unlimited as they are the controller of that data. Please visit

<https://www.newvistalive.com/privacy-cookie-policy/> to review the Walnut Unlimited privacy policy before proceeding. Westco Communications complies with all applicable data protection legislation. All data is treated as private and confidential. You may withdraw your participation at any time. Any personal data you provide as part of this survey response is governed by the privacy policy of Westco Communications as they are the controller of that data.

Please visit **<https://www.westcocommunications.com/privacy-policy>** to review the Westco privacy policy before proceeding.

If you are unsatisfied with the way we collect or handle your personal data you have a right to make a complaint to the Information Commissioner's Office. Information about how to make complaints can be found on the ICO's website at **<https://ico.org.uk>**

We act in accordance with our corporate privacy notice, which provides further information on personal data processing and how to contact us to make a request:

https://cambridgeshirepeterborough-ca.gov.uk/wp-content/uploads/documents/governance/transparency/codes-of-conduct-and-policies/Privacy-Policy-2023_07_18.pdf

The Combined Authority's Data Protection Officer can be contacted at **dpo@cambridgeshirepeterborough-ca.gov.uk**