# 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

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