

Last Updated: 2 June 2024

This notice applies to the PSFW2 94202 TPIM Task 127 – Cyclist Route Choice Research project administered by AECOM. The project’s process includes a TfL Cycle Survey conducted through a survey website connected to personal Strava accounts.

This notice describes how AECOM collects, uses, discloses, and stores your personal data in connection with the project.

If you choose not to provide your personal data to AECOM this may affect your ability to participate in the TfL Cycle Survey process. You can always choose to deal with AECOM by providing a pseudonym unless it is impracticable for AECOM to deal with you on that basis.

Lawful Basis for Processing Your Data

AECOM collects, uses, and shares your personal information or data only as necessary and with your consent.

Data or Information Collected About You

AECOM will collect information that you voluntarily provide to us, for example, your name, contact details, Strava ID and information about your cycling habits. AECOM will use your Strava ID to collect information about your journey including location information and Strava activity name. This will be done using Strava’s API facility, more details of which can be found here: [Strava Developers](#).

The types of circumstances in which AECOM may collect your personal information directly from you include the following:

- To provide you with access to the survey website we will collect identifiers such as your name, email address, Strava ID and any other personal information or data you volunteer.
- If you contact AECOM via your email software - AECOM will collect your email address and any other personal information or data, you volunteer.

Some types of personal information are designated as ‘special category data’ subject to additional protection under global data protection laws, including the United Kingdom General Data Protection Regulation. We will not collect special category data from you without your consent, unless we are required, authorized, or permitted by law to do so. Some examples of different types of special category data are listed in our full privacy notice. For this project, the only special category data we will ask you for will be some health information and information about ethnic origin, but you can choose not to provide this.

AECOM may also collect information about how you use the survey website and our services including information about how you use the survey website, including usage history, habits, preferences, browser or device information such as location information, IP addresses, cookie IDs, and other unique identifiers, as well as content and service metrics. Click here for more information on the collection of cookies.

Use and Sharing of Your Data

AECOM collects, holds, and uses your personal information to conduct the TfL Cycle Survey process, communicate with you, and for the purpose of research. Some examples of the specific purposes for which we may collect and use your personal information include the following:

- For research into understanding cycling patterns to enable TfL to prioritise improvements and changes to infrastructure.
- Providing the platform or AECOM services, communicating with you, managing your account, and delivering customer or technical support.
- Developing, managing operating and improving the platform, AECOM services, and business processes (for instance through the collection of statistical data and the use of cookies).
- For administration, security, and verification purposes, including account activation, providing login details to you, and providing password or account resets.
- Responding to you or providing information about a question or request.
- Responding to a business query regarding AECOM's services or the platform.
- Forwarding your question to the appropriate AECOM entity or business line for a response.
- Protecting the safety of AECOM employees and protecting and managing AECOM's corporate assets (including the platform).
- For a transfer, sale, or restructuring of some or all our assets or business.
- Compliance with legal and regulatory requirements, or as otherwise required or permitted by law.
- Administration of the prize draw and contacting the winners.

We do not sell personal information or data to third parties.

AECOM will delete all data collected two years after project completion. As part of this project, AECOM will share with Transport for London your responses (except your name, contact information and Strava ID) as well as the GPS data collected from your Strava activities. TfL will anonymise or aggregate this data after 8 years.

Choices and Data Privacy Rights Related to Your Data

You may access personal information or data that we hold about you. You can ask us to correct any errors or delete the information we have about you.

- You may opt-out from the survey at any point by using the button provided on your account page. We will send an email to confirm this has happened and anonymise your data.
- You may opt-out of any further contact from us through the email unsubscribe or opt-out link.
- You may request for all of your data collected as part of the survey to be deleted by contacting the email address provided to participants.
- You may file a complaint with the AECOM Privacy Office or the regulator in your jurisdiction.

- You may contact the AECOM Privacy Office to exercise your data privacy rights. To protect your privacy and the privacy of others, we may have to verify that you are who you say you are before we can give you access to, change, or delete information about you.

How to Contact Us

- **Contact us** about any of your privacy concerns or questions.
- For more information about our privacy practices, see our full [privacy notice](#).