

Privacy Notice

Academic research into the use of electric bikes

Introduction

This notice applies to research data collected and processed by researchers in the Centre for Transport and Society at the University of the West of England. This data will be collected from people who voluntarily respond to an online survey which forms part of a research project entitled 'Electric bicycles - exploring user perspectives'.

We will process your data in accordance with the General Data Protection Regulation as applied, enacted and amended in UK law. The data controller is the University of the West of England.

Your personal information

- Data will be collected in the form of your survey response. Your contribution to the research is entirely voluntary.
- Your response will be anonymous unless you actively choose to provide your name and email address at the end of the survey because you are interested in helping UWE with further research on the use of e-bikes.
- We will only be able to collect and process your data if you consent to our using it within the terms of this Privacy Notice. Your consent provides the legal basis for our use of the data.

Storing and processing your personal information

- Electronic data in the form of anonymized survey responses will be stored securely on a UWE network drive.
- If your survey response contains information which could identify you indirectly, we will remove or edit it in a way which fully anonymizes it at the end of the project (01/09/2019).
- If you choose to provide your name and email address so that the researchers can contact you about further research on e-bikes, this information will be stored securely in a password-protected file on a UWE computer network. We will not use it to contact you for any other purpose. If you supply contact details, but later inform us that you no longer wish to be contacted, we will delete your name and email address. All names and email addresses will be deleted by 01/09/2020 at the latest.
- No deadline has been set for the deletion of the anonymized dataset. Its retention is justified by its potential use for future research, teaching and publication.

- Survey responses will be processed using standard research analysis techniques (principally quantitative statistical analysis). Analysis tools will include the SPSS data analysis software package.

Sharing your personal information

- Anonymized survey data will be accessible to researchers within the Centre for Transport and Society. We also reserve the right to share it in a fully anonymized form with students on a case-by-case basis for teaching and research purposes.
- If you supply contact information (name and email address), this will only be accessible to researchers working within the Centre for Transport and Society, and only for the purposes of inviting you to help with further research.

Your rights and choices

In respect of your personal data held by us, you have the following qualified rights to:

- withdrawing any consent provided within 1 week of completing the survey. We will delete your survey response if we are able to identify it as yours.
- complain to the Information Commissioner's Office (ICO)

How to contact us

- For questions about this research, please contact steve.melia@uwe.ac.uk or caroline.bartle@uwe.ac.uk
- For data protection queries, please write to the Data Protection Officer, UWE Frenchay Campus, Coldharbour Lane, Bristol, BS16 1QY, or dataprotection@uwe.ac.uk.
- For complaints, please contact [Complaints](#)