



Data clarity

We are independent researchers on new mobility, transport technology and behaviour change. As such we collect personal data only as far as it relates to our research work.

We believe it's important to be transparent about what data is collected and how it is used.

How we collect and use data

This data may include your name, contact details (email, phone number, address, organisation details, social media identities) and records of interactions - for instance if we've met, had a conversation, copies of emails etc.

We use your data in research and to contact you about my research - including inviting you to participate, contribute or to share findings with you. This may include sending you updates and newsletters on findings or invitations to events connected to the research. We may contact you on my own behalf or on behalf of organisations we work for (but we will make this clear).

We use various proprietary online contact databases including - but not limited to - Capsule, MailChimp, Typeform and Google to store your data.

We do not share data unless we have expressly asked for permission to share it at the point of collection (for instance if we are conducting a piece of research on behalf of another organisation).

Your rights

If you reside in certain territories, including the EU, you have a number of rights in relation to your personal information. While some of these rights

apply generally, certain rights apply only in certain limited cases. We describe these rights below:

Access: You may have the right to access and receive a copy of the personal information we hold about you by contacting me using the contact information below.

Change, restrict, delete: You may also have rights to change, restrict my use of, or delete your personal information. Absent exceptional circumstances (like where we are required to store data for legal reasons) we will generally delete your personal information upon request.

Object: You can object to our processing of some of your information based on our legitimate interests and (ii) receiving marketing messages from us after providing your express consent to receive them. In such cases, we will delete your personal information unless we have compelling and legitimate grounds to continue using that information or if it is needed for legal reasons.

Complain: If you reside in the EU and wish to raise a concern about our use of your information (and without prejudice to any other rights you may have), you have the right to do so with your local data protection authority.

Please contact us if you would like to exercise any of these rights.

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