

# Bus Franchising Consultation Privacy Notice

July 2026

## **Bus Franchising Consultation Privacy Notice**

### **Introduction**

North East Mayoral Strategic Authority (North East MSA) is committed to making sure that we tell you about the ways in which we use your personal information and that we have the right controls in place to make sure it is used responsibly and kept safe from inappropriate access, theft, or misuse.

North East MSA is undertaking a consultation on the introduction of a Proposed Franchising Scheme for buses in the North East.

The North East MSA have commissioned several contractors to assist in collecting and analysing feedback from the consultation.

This notice explains how we will use your information and tells you about your privacy rights and how the law protects you.

For further information about our core data protection obligations and commitments please see [North East MSA's Privacy Notice](#).

### **What information do we collect and why?**

The consultation asks you questions in relation to the Proposed Franchising Scheme to understand your views. The personal information we process and collect will be provided to us directly by yourself. Whilst it is not compulsory, some personal data may be collected in the process of this consultation. Personal data that may be collected includes:

- Age
- Gender
- Local Authority area or first digits of your postcode
- Job role/Organisation details

We also ask questions in relation to some special category personal data within the consultation. Special category data is data that is deemed more sensitive. For the purpose of the consultation, we may collect for the following special category data:

- Physical or mental health information
- Racial or ethnic group information
- Employment status

We ask for this data so that we can check the impact of the proposals on different demographic groups and to show that we have reached and consulted with a proportionate amount of the community.

You do not have to answer the questions on personal data if you do not want to.

Most of the personal data is collected through selecting the most appropriate response [i.e. through a drop down list or check box], and the data collected will be aggregated, anonymised data so you will not be identified.

As well as information received directly from you, we also collect or receive information from statutory consultees, including bus operating companies.

## **How do we keep your information safe?**

North East MSA is committed to the security of the information we collect, and we use reasonable measures to prevent unauthorised access to that information. We are required to demonstrate that our solutions meet the required levels of personal, procedural, policy, data and technical security. We will only process personal information for the purposes it has been collected or subsequently authorised.

The public consultation is hosted on SurveyMonkey, which securely stores survey responses. The survey platform may capture information such as IP address, device details, browser information and general location data. SurveyMonkey uses this information to administer and protect its services, prevent misuse, analyse survey responses and improve platform performance. However, we will not use this data further.

Access to data is restricted to authorised users and trusted service providers where necessary, and personal data is handled in accordance with applicable data protection legislation and SurveyMonkey's privacy policies. To find out more about how your data is stored and processed, please visit the [SurveyMonkey Privacy Centre](#).

Consultation responses are analysed using Wordnerds, a cloud-based AI-powered text analytics platform. Data is stored on AWS servers in the UK, with processing carried out within the UK and the wider EEA region. Wordnerds applies stringent security controls including encryption of data both in transit and at rest, secure cloud data storage, and role-based access controls, ensuring the protection of respondent information throughout the analysis process. Wordnerds is Cyber Essentials Plus accredited.

All electronic consultation information will be encrypted with a secure password.

In relation to consultation responses sent to us in the post, this information will be stored in a secure office with limited access.

## **How long is the information kept for?**

We only keep your responses for the duration of the project. After this time has passed, we will safely delete your information in accordance with our Data Retention and Destruction Policy.

## **The legal basis for processing your information**

Our lawful basis for processing under GDPR is:

**GDPR Article 6(1)(e):** the processing is necessary for the performance of its official tasks carried out in the public interest.

And for the more sensitive data:

**GDPR Article 9(2)(g):** the processing is necessary for reasons of substantial public interest

## **Who we will share your information with?**

The information collected as part of this consultation will only be used by the North East MSA and their consultants based on North East MSA's instructions. Your personal data will not be shared with any other third parties.

We may publish comments/feedback you provide in the consultation's outcome reports to demonstrate the feedback we have taken into account. This does not contain any of your identifiable information.

If you are responding on behalf of an organisation. The organisation's name may be used but you will not be personally identified.

## **How can I exercise my information rights?**

The North East MSA must comply with the General Data Protection Regulations (GDPR) and the Data Protection Act 2018. Under data protection law you have rights, including:

- Your right of access – you have the right to ask us for copies of your personal information.
- Your right to rectification – you have the right to ask us to rectify information you think is inaccurate or incomplete.
- Your right to deletion or removal of personal data where there is no compelling reason for its continued processing.
- Your right to restriction of processing – you have the right to ask us to restrict the processing of your information in certain circumstances.
- Your right to object to processing – you have the right to object to the processing of your personal data in certain circumstances.
- Your right to data portability – you have the right to ask what we transfer the information you give us to another organisation, or to you, in certain circumstances;
- You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you once the request is verified.

Exercising your rights to rectification, erasure, restriction of processing, or objection will not affect the lawfulness of any processing carried out before your request. It will also not prevent us from continuing to use your personal data where we do not rely on your consent. However, it will stop us from using your data for any purpose that does require your consent, such as marketing.

If you have any requests in line with the above, please contact the North East MSA's Data Protection Officer by:

Email: [dataprotection@northeast-ca.gov.uk](mailto:dataprotection@northeast-ca.gov.uk)

Telephone: 0191 211 6602

In writing:

The Data Protection Officer  
North East Mayoral Strategic Authority  
1<sup>st</sup> Floor  
The Lumen  
Helix  
St James Boulevard  
Newcastle upon Tyne  
NE4 5BZ

## **How to find out more**

To find out more about how the North East MSA handle your data please visit our organisational Privacy Notice.

If you feel we have not handled your information appropriately, you can complain to the Information Commissioner's Office. For further details on this and your information rights, please visit the [Information Commissioner's website](#).