



National Household Travel Survey 2025 – Privacy Notice

The National Household Travel Survey and your personal data

This Privacy Notice is issued by the National Transport Authority of Haymarket House, Smithfield, Dublin 7, D07 CF98 ("NTA", "we", "us", "our"). The NTA, as data controller, has commissioned Ipsos B&A, as data processor, to conduct the National Household Travel Survey 2025 (NHTS 2025), which is a nationwide study of Ireland's travel habits. The purpose of this notice is to inform you who we (NTA) are, the personal data we collect and use in connection with the NHTS, how we use it, who we share it with, and what your legal rights are.

About NTA

The NTA is a statutory non-commercial body, which operates under the aegis of the Department of Transport. It was established on foot of the Dublin Transport Authority Act 2008.

About Ipsos B&A

Ipsos B&A is part of the Ipsos worldwide group of companies, and a member of the Market Research Society. As such, we abide by the Market Research Society Code of Conduct and associated regulations and guidelines.

What personal data does the NTA collect and process?

On behalf of the NTA, Ipsos B&A will collect and process personal data relating to you in connection with your household and travel habits. This personal data may include:

- your name and contact details, including your address and phone number;
- your sex at birth;
- your age group;
- your birthplace;
- the language(s) you speak;
- your home, work, and/or school/university address;
- your household composition;
- the type of dwelling you live in and how long you have lived there;
- occupation of the person in the household with the highest income;
- gross household income;
- your Principal Economic Status;
- your work patterns;
- your travel patterns like mode of transport, trip purpose, depart/arrive time, parking location, etc.

What is the NTA's legal basis for collecting and processing your personal data?

The NTA, as the data controller, has instructed Ipsos B&A, the data processor, to process the data on its behalf. The legal basis for the data processing by us is outlined in Sections 11, 72, and 73 of the Dublin Transport Authority Act 2008. Parent/guardian consent is required to participate in the survey where a child is below the age of 16 years. The NHTS achieves Government Policy as set out in Goal 8 – Action 69 of the Government of Ireland's National Sustainable Mobility Policy.

How will NTA use any personal data including survey responses you provide?

Your household will be randomly contacted by telephone by Ipsos B&A interviewers using random digit dialling, and you will only receive the survey via post if you agree for your household to take part in the survey. It is important to note that participation in this study is voluntary, and you can refuse to participate when contacted or at any point prior to returning the completed survey forms by post to Ipsos B&A.

The NTA will keep your personal data and responses in strict confidence in accordance with this Privacy Notice. The NTA will use your personal data and survey responses solely for research purposes and to produce anonymous, statistical research findings and insights. The NTA can assure you that you will NOT be identifiable in any published results.

How will the NTA ensure my personal information is secure?

The NTA takes its information security responsibilities seriously and applies various precautions to ensure your information is protected from loss, theft or misuse. Security precautions include appropriate physical security of offices and controlled and limited access to computer systems. Your personal information is securely encrypted while being transferred to the servers and while being retained on the servers.

How long will the NTA retain my personal data and identifiable responses?

We will only retain your data in a way that can identify you for as long as is necessary to support the research project and findings. In practice, this means that once the anonymous research findings and cleaned datasets are reported, your personal, identifying data will be removed from Ipsos B&A's systems. For this project, Ipsos B&A will securely remove your personal data from its systems by September 2026.

Where will my personal data be held and processed?

The paper surveys used to collect data from your household for this study will be securely stored by Ipsos B&A and will be destroyed once the information provided by you has been transferred to Ipsos B&A's servers.

All your personal data used and collected for this survey will be stored by Ipsos B&A in data centres and servers within Ireland and the European Economic Area. This is done in compliance with the General Data Protection Regulation (GDPR).

Further Analysis & Secondary Research

The NTA may share the anonymised NHTS data with research partners, transport project consultants, and personnel from other institutions and organisations for further analysis and/or secondary research.

Your rights

Some of these rights only apply in certain circumstances and so are not guaranteed or absolute rights.

- **Right to access the data** – You have the right to access your personal data within the limited period up until it has been anonymised.
- **Right to restriction of processing or to object to processing** – You have the right to not respond to any question on the survey.
- **Right to erasure** – You have the right to request us to delete personal data that we hold about you up until it has been anonymised. This is sometimes referred to as the right to be forgotten.
- **Right to rectification** – You also have the right to rectify any incorrect or out-of-date personal data about you which we may hold up until it has been anonymised.

You have the right to lodge a complaint with the Data Protection Commission, if you have concerns on how we have processed your personal data. You can find details about how to contact the Data Protection Commission at <https://dataprotection.ie/> or by sending an email to: info@dataprotection.ie

How can I contact the NTA about this survey and/or my personal data?

If you want to exercise your rights, please contact us at the below NTA e-mail address.



Contact The National Transport Authority (NTA):

Email: privacy@nationaltransport.ie with "National Household Travel Survey" in the email subject line.

Post: National Transport Authority
Haymarket House
Smithfield Dublin 7
D07 CF98