

PRIVACY STATEMENT FOR SURVEYS

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1. PRIVACY STATEMENT FOR SURVEYS

This statement gives information about how IDASO’s traffic surveys collect and use personal information.

The primary purpose of our traffic surveys is to identify traffic (vehicle and pedestrian) volumes and movements for use in strategic planning, traffic impact assessments and other assessments connected with traffic, transport, and mobility. When we conduct a survey, we incidentally collect and use personal information.

2. OVERVIEW OF HOW WE USE YOUR PERSONAL INFORMATION

We have summarised below how we use your personal information.

| Personal Information we collect | What it is used for and why we collect it |
|--|---|
| CCTV images of survey areas (which may include images of number plates and of individuals) | Allow IDASO to count traffic flows and volumes, and create statistical data from those counts. The images we collect use a resolution that generally does not allow individuals to be identified, further to this we use an AI tool to obscure faces of individuals so as to ensure we remove this type of personal data. |
| Vehicle registration numbers; points of entry and exit in a survey area; and duration within the survey area | Allow IDASO to identify a vehicle entering a survey area and exiting a survey area, the points of entry and exit, and the time within the survey area. This allows IDASO compile detailed statistical information on traffic flows in the survey area. |



3. WHAT WE USE YOUR PERSONAL INFORMATION FOR?

i. SURVEY DATA

The only purpose for which we use the personal information described above is to complete traffic surveys requiring the counting of vehicles and/or pedestrians, and/or tracking of individual vehicles through a survey area, to understand traffic flows, journey times and other survey criteria. Our surveys provide anonymous aggregated data to our clients and are not used to identify or monitor the activities of individuals.

ii. OTHER USES OF YOUR PERSONAL INFORMATION

We will not use your personal information for any other purpose except in connection with the maintenance of our quality standards, the provision of internal training, and the development or improvement of our systems and products. It is not provided to the client who commissions our survey.

In the unlikely event that personal information we capture as part of a survey is required for law enforcement purposes, we will only provide it to a relevant third party where necessary to comply with a legal obligation imposed on IDASO.

4. WHO ELSE GETS YOUR PERSONAL INFORMATION?

To help us provide our solutions and services, we may share personal information with third parties who provide services to us, including:

- information technology and information services providers;
- other third-party service providers; and
- professional and other third-party advisers.

These third parties can only use the personal information we share to provide their services to us. In some cases the personal information may be transferred outside of the EU for these purposes, in which case we ensure the personal information is protected by appropriate safeguards. If you want more information on who we share your personal information with, and the safeguards in place, please contact us.

5. HOW LONG DO WE KEEP YOUR PERSONAL INFORMATION?

Personal information is kept for no longer than [8] weeks after it is captured by our survey equipment. However, where there is a legal obligation to retain your personal information for a longer period, we will retain it for the period required by that obligation.

6. LAWFUL USE OF YOUR PERSONAL INFORMATION

We only use your personal information if lawfully we can do so. Our use of your personal information is in all cases necessary in IDASO's legitimate interest in conducting and managing our business (as described above).

You do have the right to object to this processing and can do so by writing to us at our address or emailing us.

7. YOUR RIGHTS?

Accessing, deleting, rectifying, and moving your personal information

You have the right, in certain circumstances, to:

- access your personal information;
- require us to delete it;
- rectify any personal information we hold that is incorrect; and/or
- have your personal information transmitted to another data controller.

If you want to exercise these rights, please let us know. You will need to provide sufficient information to verify and complete your request. We will complete your request within thirty days, subject to any legal or other requirements that requires us not to complete your request, in which case we shall inform you of this where we are permitted to do so.

8. LODGING A COMPLAINT

You can at any time complain about our processing of your personal information with the Data Protection Commissioner

You can obtain contact details at: www.dataprotection.ie

9. HOW DO YOU CONTACT US?

The data controller is IDASO Limited

You can write to us at: Unit 18, Mullingar Business Park, Mullingar, Co. Westmeath, Ireland, N91PPH6

or by email to: dataprotection@IDASO Ltd.com

