



City of Vancouver Annual Transportation Survey

Privacy Policies



MUSTEL GROUP
MARKET RESEARCH



Privacy Policy – City of Vancouver Annual Transportation Survey

Your personal information and survey responses

The City of Vancouver is committed to protecting your personal privacy.

Any and all identifiable personal information you provide via the survey will be used and disclosed only in accordance with the *Freedom of Information and Protection of Privacy Act of British Columbia*, (the FIPPA or the Act).

When you were recruited for this study, you voluntarily consented to the use of the information you provided via the survey. Your personal information linked with your survey responses will be used and retained by the City of Vancouver **ONLY** for the purpose for which it is being collected.

The City will store all survey responses on a secure server with access restricted solely to approved project staff.

The data will **ONLY** be used for comparison to future City of Vancouver trip diaries by the analysis team.

Prior to conducting any analysis, responses will be stripped of personal identifiers, and all reported and published data will be reported as combined or aggregate data.

The information you provide will be retained only for the time it is required for the purposes of this research.

We'll keep you informed

As required by law, we will notify you of our privacy policy annually and while we reserve the right to modify this policy at any time, rest assured that if we do change it, we will notify you promptly.

Questions about the Privacy Policy or Collection of your Information

The City of Vancouver collects personal information under the authority of s. 26(c) of the Freedom of Information and Protection of Privacy Act for purposes of compiling and analyzing data for the Annual Transportation Survey. If you have questions about the collection of this information, please contact the Director of Access to Information and Privacy at the City of Vancouver: 453 West 12th Ave, Vancouver, BC V5Y 1V4, 604-873-7999, or privacy@vancouver.ca



Dear Survey Participant,

Mustel Group is wholly owned and operating in British Columbia since 1980. We are a Gold Seal certified member of the Canadian Research Insights Council (CRIC) and are in full compliance with the Personal Information Protection and Electronic Documents Acts (PIPEDA). As such, any personal information that is collected from respondents is protected in accordance with the requirements as laid out in PIPEDA, as well as in the standards of the ICC/ESOMAR Code on Market, Opinion and Social Research and Data Analytics as adopted by the CRIC.

Please be assured that during data collection Mustel Group maintains strict confidentiality of the information collected in this survey. We do not reveal the identity of respondents, nor give names, email or mailing addresses or phone numbers to anyone without the express consent of the respondents.

Our Privacy Policy:

1. Mustel Group is committed to protecting your privacy and the confidentiality of your personal information.
2. Mustel Group is committed to keeping the personal information you share with us confidential.
3. The information you provide will only be used for the purposes of this research. Under no circumstances do we sell contact lists or personal information to others.
4. The information you provide will be retained only for the time it is required for the purposes of this research **(please refer to 7 and 8 below)**.
5. We employ electronic, physical and organizational safeguards to protect personal information. Our physical offices are protected by 24-hour electronic security to limit physical access to our offices. Unauthorized electronic access to the network is prevented by multi-level firewalls as well as individual password protection.
6. We are fully compliant with the federal privacy legislation (PIPEDA: Personal Information Protection and Electronic Documents Act).
7. **As consented to when you were recruited for the City of Vancouver Annual Transportation Survey, your personal information linked with your survey responses will be shared with and subsequently retained by the City of Vancouver, and only used for the purposes of this study.**
8. **Upon completion of the project, all data collected by Mustel Group will be transferred to the City via a secure FTP website. All data will be deleted from our servers after data transfer.**

For more information on our company, please visit www.mustelgroup.com

Thank you for participating and helping your community planners!

Mustel Group Market Research

