

Google Play Store  
**Policy Support Team**

Leuven, 3 May 2017

**Subject: Privacy policy regarding EC FP7 HoPE Project apps in the Google Play Store**

The HoPE project, developed within the FP7 Framework of the European Commission, has created a range of apps that provide multimodal routeplanning and integrated fare and ticketing management, as well as tourist tour and event planning. They are deployed in Athens (Greece), Coventry/Birmingham (United Kingdom), and San Sebastián/Gipuzkoa (Basque Country). These apps are called:

- **TfA Trip Planner R2**
- **TfA Tourist Tour Planner R2**
- **BasqueGo**
- **DonostiGo**
- **TfWM Trip Planner R2**
- **TfWM Tourist Planner**

Information about the HoPE project itself can be found at <http://www.hope-eu-project.eu/>.

The project is ran by a Consortium of universities, private companies, and public authorities. It is lead by Transport & Mobility Leuven (TML). For purposes of piloting the apps, the Consortium includes the OASA (who is the responsible authority for the planning, coordination and control of all public transport modes in the greater Athens area), the MLC (which is the Basque Country Mobility and Logistics Cluster), and the Coventry City Council (representing Transport for West Midlands).

The apps require access to the GPS within the host device, in order to determine its location and provide routing advice.

- Along with the deployment in these pilot cities, the Consortium also explicitly collects certain information to obtain statistics on the usage of their apps. Each time the user requests routing information, this request is kept on a log server for further analysis. We hereby need to be able to uniquely identify the phone (not the user), in order to understand how many requests are typically done from a single device. For that, the apps require the READ\_PHONE\_STATE permission to obtain the device ID. All communications between the apps and the back-end services are for operational purposes only; they do not exchange any personal information, nor any data that belongs to the user (pictures/photos, contacts, et cetera). The mobile applications keep track of the operations the user does for analytics purposes only.
- The apps require no access to any of the user's private or sensitive information. Users can not be personally identified, nor are any of their financial and payment transactions monitored, and none of their personal contacts, microphone, or camera sensory information is used. Users' privacy is fully guaranteed in this fashion.

All collected log data is analysed by the Consortium in order to define the project's success, which in turn is presented to / shared with the European Commission for reviewing purposes. Note that at this stage all data has been aggregated and device IDs are kept out of the analyses, so no unique identification is possible.

The field tests (deployment and analysis of the results) run from September 2015 up and until June 2017, at which point the project officially ends and no more data will be analysed.

Sincerely,

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