

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

One of these apps, the **TfA Trip Planner POC R2**, is being used in a coordinated field trial (beta testing) in Athens. Here volunteers are asked to use the app to buy virtual tickets, and get them validated at kiosks in Athens Airport.

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 this app, 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), and also cooperates with AIA (Athens International Airport) and Amco Advanced Technologies (a leading provider of Mobility systems as well as Electronic Information Display, responsible for installing the offline ticket validators).

The app also requires access to the GPS within the host device, in order to determine its location and provide routing advice.

- Along with the deployment, the Consortium also explicitly collects certain information to obtain statistics on the usage of the app. 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 app 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 application keeps track of the operations the user does for analytics purposes only.
- The app requires 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.

Specifically for the **TfA Trip Planner POC R2** app, the volunteers are expected to test the app's functionality by performing the following tasks:

- Requesting route advice from one point to another in the greater Athens area)
- Buying a virtual ticket using the app
  - No real payment transaction will occur
  - The payment will be simulated; users can adopt virtual credit card details (e.g., 1111 1111 1111 1117, expiry date: 12.19, CVV code: 123) so no real banking information is sent/collected
- Validation of this virtual ticket by means of a QR-code or NFC between the mobile phone and a physical validator located at an airport kiosk.
- Users' personal email addresses are only used to send out invitations for beta testing (via the Google Play Store), after which the users can install the POC app onto their devices. A list of the email addresses is kept by OASA, with the sole purpose of following up the field trial's progress.

Sincerely,

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