# Activity sheet 3.29: Sharing data at Banstall Buses

*Learning outcome C: The wider implications of digital systems*

*C1: Responsible use*

Banstall Buses operates a fleet of buses in the East of England.

The organisation has an app that allows customers to check the location of their nearest bus stop, see updates on bus locations and arrival times, and buy a ticket for a bus journey. The app requires customers to register and then uses location data to provide the user with information relevant to their journey.

1. Describe how the app uses location data to provide customers with their nearest bus stop and an estimate of the arrival time of the next bus at that stop.

1. Explain two other services that the bus company could provide to customers using   
   location data.



The app provides the bus company with a range of transactional data, for example:

* the location of passengers buying a ticket
* the most popular routes
* the most popular dates and times for travel.

1. Explain how the bus company could make use of this transactional data.

Banstall Buses uses information collected by the app to help it provide advertisements to customers. These adverts are provided by a separate marketing organisation. Banstall   
Buses needs to share some of the data it collects with the marketing organisation.

1. Consider three concerns that customers might have about the information Banstall Buses shares with other organisations. Is Banstall Buses using customer data responsibly?







**Take it further**

Organisations wishing to share customers’ data with other organisations need the consent of the customer. Find out about how one online service you use (for example, a social media site) shares data with other organisations. To what extent is this sharing of data reasonable?