



4 May 2017

INFORMATION REQUEST REFERENCE 17-022

Dear 

Thank you for your information request, received on 3 April 2017. You asked the London Legacy Development Corporation (Legacy Corporation) to provide the following information under the Freedom of Information Act 2000 (FOIA):

“Please could you release any documents, reports, maps, evaluations (etc) related to the use of, or potential use of wifi, bluetooth or other mobile technologies to track visitors to the Queen Elizabeth Olympic Park?”

This request was further clarified as covering: “visitors once they are already in the park, or are just entering the park. For example, monitoring mobile devices picked up by wifi beacons within the park, to see the location of people within the park.”

I can confirm that the Legacy Corporation holds information relevant to your request.

The Legacy Corporation offers visitors to Queen Elizabeth Olympic Park a free-to-use Wi-Fi service. The Wi-Fi service can be activated through a one-time-only registration screen; the user is asked for some basic information and is then given secure access to the Internet. The Wi-Fi service is subject to a set of terms and conditions which are published on the registration screen. User information is stored in a securely hosted repository, is anonymised for analysis and is only used for internal information purposes. Furthermore, we do not capture telephone numbers. The Park Wi-Fi service is also registered under the national Friendly Wi-Fi scheme.

The user data captured through the Park Wi-Fi service is used to get an aggregated and anonymised understanding of how the usage of the Wi-Fi service is spread across the Park, plus it gives us some general insight into the people who are visiting the Park; for example we are dedicated to ensuring that the Park is an attractive and accessible place for our local residents to visit and so it's useful for us to know how many of our registered Wi-Fi users reside within an east London postcode.

We also employ 10 crowd counting cameras at the most commonly used Park entrances / exits; these cameras can't identify individuals and the images are not permanently stored, but the system does give us a reasonably accurate head count, even across dense crowds of people. The data we get from these counts helps us to understand numbers of visitors to

the Park over certain time and date periods and can also help with wayfinding and crowd management planning.

There is currently no arrangement in place which allows for tracking the movement of people / devices around the Park, whether that's by way of the Wi-Fi network, probes, Bluetooth or other such technologies; however the Legacy Corporation is considering the implications and necessary controls relating to the capture of such data, as it would be useful to be able to see end-to-end crowd flows, common dwell areas and other potential route planning considerations.

Further information relating to this information request can be found in the additional files supplied:

Annex A: A drawing showing the signal coverage of our Wi-Fi service on the Park, as a heat map.

Annex B: An image showing the Wi-Fi network access activity for a particular day; the higher the peak the more Wi-Fi activity there has been through a particular set of access points.

Annex C: A screenshot of the initial landing page for the Park Wi-Fi service which shows the questions users are asked during the registration process.

If you are unhappy with our response to your request and wish to make a complaint or request a review of our decision, you should write to:

Deputy Chief Executive
London Legacy Development Corporation
Level 10
1 Stratford Place
Montfichet Road
London
E20 1EJ

Please note: complaints and requests for internal review received more than two months after the initial response will not be handled.

If you are not content with the outcome of the internal review, you may appeal directly to the Information Commissioner at the address given below. You should do this within two months of our final decision. There is no charge for making an appeal.

Further information on the Freedom of Information Act 2000 is available from the Information Commissioner's Office:

Wycliffe House
Water Lane
Wilmslow
SK9 5AF

Telephone 08456 30 60 60 or 01625 54 57 45

Website www.ico.gov.uk

Yours sincerely



FOI / EIR Co-ordinator
London Legacy Development Corporation