Ruter's Personalised Travel Suggestions in Norway's Data Protection Sandbox — Oslo's Transit Authority Tests Consent and Purpose Limits for App AI

AI in the Public Sector · Good practice · Norway

Quality score: 53/100

Evidence strength: Moderate

Summary

Ruter, Oslo-area public transport authority, took AI travel suggestions for its app into Datatilsynet's sandbox in 2022. The March 2023 exit report set consent, layered transparency and purpose-limit rules; no outcome evaluation of the feature is published.

Key dimensions

Dimension	Score
Evidence of impact / measured public value	1/3
Transparency, fairness & accountability	2/3
Transferability / demonstrated replication	1/3
Scalability beyond pilot	2/3
Governance, capability & sustainability	2/3

Evaluated by C-NAPSE

Data sources

C-NAPSE web research — accessed 2026-11-12

Ruter AS — accessed 2026-11-12

Datatilsynet — Ruter sandbox exit report (2023) — accessed 2026-11-12

Ruter annual report 2022 — AI and sustainability — accessed 2026-11-12

Kollektivtrafikkonferansen 2023 — 'A.I. in Ruter' (Ruter head of data & AI) — accessed 2026-11-12

Dagbladet — 2009 criticism of Ruter travel-data storage — accessed 2026-11-12

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