

Centrebus & High Peak Buses Privacy policy

Our commitment to your privacy

We're serious about protecting your personal data, and we commit to comply at all times with the latest General Data Protection Regulations.

This Privacy Notice explains:

- From where we secured your personal data;
- The personal data that we collect;
- Your personal data rights;
- Your right to object to our processing your personal data and withdrawing consent;
- How and when we use that personal data;
- Whether we share your personal data with anyone else;
- For how long will we keep your personal data;
- How you can access your personal data
- Information about our use of cookies

If you have any questions or queries about this notice, please contact our Customer Services team on (0116) 410 5050, or by emailing us at help@centrebus.co.uk, or by writing to us at Customer Services, 43 Wenlock Way, Leicester, LE4 9HU.

Personal data that we collect

The personal data that we collect may include your name, address, date of birth, email address, telephone number, preferences, IP address (the number that uniquely identifies a specific computer), Twitter username. We collected your personal data from you when you signed up to purchase one of our products, or when you subscribed to our mailing list for news updates or travel disruption alerts. We also collected some limited personal data from third parties, if for example you signed up to online direct debit facilities, then we will have consulted our credit checking agency to verify your identity. We always ensure that we have a lawful basis for processing the personal data that we collect. In this case the lawful basis for processing is to perform the contract / purchase terms and conditions between us and you in order to fulfil the order(s) that you have placed with us.

Your rights in respect of your personal data

You have the right to request access to your personal data, amendments to it and for it to be deleted. Further information about those rights and who to speak with if you have any queries about our approach to processing your personal data are shown below.

How and when we use your personal data

We're committed to using your personal data responsibly and lawfully. Here's what we do with your personal data:

- Use it to fulfil orders you've placed with us.
- Use it to focus our updates on information that you've shown an interest in

- Use it to ensure we deal with your enquiries about our services quickly and efficiently.

The majority of your personal data is stored on our servers within the UK, and we have ensured that any data that is held with third parties on servers outside of the UK, is strictly held in compliance with General Data Protection Regulations.

To help us to maintain the accuracy of the personal data that we hold please let us know if we hold out of date or inaccurate information about you.

Sharing your personal data

There are only a few occasions where we will share your personal data with a third party. They are:

- Where we're required to disclose it by law - to government bodies for example.
- Between ourselves - for example to deal with a query that you may have which may involve our Customer Services team, sales order processing team, and depot operations teams.
- With our professional advisers such as our credit checking agency (who are required to keep your data confidential), for example where we need to verify your details.

We use accepted standards of technology and security to protect your personal data.

For how long will we keep your personal data?

We will keep your personal data for no longer than is necessary for the purposes for which it was obtained. The criteria for determining the duration for which we will retain your personal data are as follows:

(1) we will retain your personal data in a form that permits identification only for as long as:

- (a) we maintain an ongoing relationship with you; or
- (b) your personal data is necessary in connection with the lawful purposes set out in this policy for which we have a valid legal basis.

plus

(2) the duration of:

- (a) any applicable limitation period under applicable law (i.e. any period during which any person could bring a legal claim against us in connection with your personal data, or to which your personal data may be relevant); or
- (b) an additional reasonable period following the end of such applicable limitation period.

and

(3) in addition, if any relevant legal claims are brought, we may continue to process your personal data for such additional periods as are necessary in connection with that claim.

During the periods in paragraphs (2)a and (2)b above, we will restrict our processing of your personal data to the storage of, and maintaining the security of, those data, except

to the extent that those data need to be reviewed in connection with any legal claim or obligation under applicable law.

After this period your personal data will be anonymised so that you are no longer identified or identifiable from such information, or securely deleted/destroyed.

Any third parties that we engage will keep your data stored on their systems for as long as is necessary to provide the relevant services to you or us. If we end our relationship with any third party providers, we will make sure that they securely delete or return your personal data to us.

We may retain personal data about you for statistical purposes (for example, to help us better advertise our services). Where data is retained for statistical purposes it will always be anonymised, meaning that you will not be identifiable from that data.

If you would like us to delete your data and we don't have a lawful reason to retain it you can make a deletion request by emailing us at help@centrebus.com or writing to us at Customer Services, 43 Wenlock Way, Leicester, LE4 9HU.

How you can access your personal data

You can ask us for a copy of the personal data that we hold on you by emailing us at help@centrebus.com or writing to us at Customer Services, 43 Wenlock Way, Leicester, LE4 9HU. We'll ask you for copies of two types of approved identity in order to process your request (such as a passport and driving licence).

Information about our use of cookies

A cookie is a small file (typically letters and numbers) which may be placed on your computer when you access our website. Through the cookie we can recognise your computer and browsing activity if you return to the website. We use cookies to allow our website to recognise when you return to our site (which helps us to optimise your visits) and cookies to track the life of each visit.

If you'd like more information on cookies, please visit www.aboutcookies.org. We use Google Analytics which allows us to collect information about how you use our site. If you access our website directly (and not via an email) you're visits will be tracked anonymously. We use Google Analytics to understand how our website is being used in order to improve the experience for you. All user data is anonymous.

We use social buttons such as Twitter, Google, Facebook and LinkedIn to share or bookmark pages on our site or email updates. Those sites may collect information about your internet activity, including if your visit to our site (even if you don't click on the button if you're logged on to their site). You should check the privacy and cookies policy of each of these sites to see how they use your information and find out how to opt out and delete such information.

You are able to manage cookies. For more information please visit www.aboutcookies.org. If you want to block all cookies all of the time you can set your computer preferences to do so.

Our website does not require you to input personal data to use it. You may however volunteer personal data such as your name and email address to request information, updates and our services.