

## **Carter Travel Co Ltd Privacy Policy**

**Updated:** Dec 2023

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### **Who does this privacy policy apply to and what is it about?**

This privacy policy applies to you if you are or were a customer of Carter Travel Co Ltd.

This policy explains:

- What personal data we collect about you
- What we do with your personal data
- Your rights in respect of your personal data
- What to do if you have any questions or complaints about our use of your personal data

We take your privacy very seriously and are committed to abiding by the Data Protection Laws which protect your privacy.

This privacy notice may change from time to time and the most up-to-date version will always be available on our website. It is your responsibility to read this privacy notice and check our website for the current version.

### **The type of personal information we collect.**

We may collect the following types of personal data about you:

- your name and title.
- your home address, including postcode and country of residence.
- your contact information, including telephone number and email address.
- if you register to use our website or apps, your email address and password.
- your transaction or payment information - however please note that full debit card and credit card information is not processed by us as it is passed through to a PCI-DSS compliant third-party payment provider in accordance with good industry practice.
- your marketing preferences.
- your voice, where captured in recorded telephone conversations with you; and
- any other personal data that you provide to us when you visit our website, use our apps, or when you communicate with us.

In addition, each time you visit our website we may automatically collect the following information:

- technical data, including:
  - IP address.
  - browser type and version.
  - time zone setting and location; and
  - operating system and platform.
  
- transaction data, including:
  - the full Uniform Resource Locators (URLs) clickstream to, through and from our website (including date and time).
  - products/journeys you viewed or searched for; and
  - time on page, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks and mouse-overs) and methods used to browse away from the page.

## **How we get the personal information and why we have it**

We collect your personal data in a variety of ways, including:

- by you:
  - searching for products and/or services and/or purchasing products and/or services from our website.
  - purchasing products and/or services through any of our other sales channels, including our third-party ticket agents.
  - submitting your personal data on our website, for example, via the 'Contact Us' page.
  - providing your personal data to us when communicating with us in any manner, for example, when you:
    - speak to one of our representatives in person on-board one of our passenger carrying vehicles; and
    - contact us by letter, email, text message, telephone call or on social media.
  - consenting to receive certain information from us, such as marketing emails and other promotional material about sales, offers, exclusive deals and travel ideas.
  - entering one of our competitions or participating in post journey, market research and other surveys that we organise or conduct; and
  
- by us:

- making visual and/or audio recordings on the passenger carrying vehicles used to provide our travel services.
- recording telephone conversations with our customer contact centre or sales representatives; and
- gathering statistical information around email opening and clicks.

### **We use the information that you have given us in order to:**

- provide our products and services to you.
- provide you with information, advice and guidance.
- manage our relationship with you, including to respond to any questions you may ask.
- enable us to improve our business and find better ways of meeting our customers' needs through gathering customer feedback and consulting with you.
- develop our business strategy, operational processes, and marketing activities.
- seek and enforce our legal rights.
- seek to protect and promote your health and safety and that of other customers, staff and third parties.
- comply with the laws and regulations that apply to us.

### **We may share this information with:**

- members of the Carter Travel Co team to ensure we can provide the service that you require.
- our suppliers, sub-contractors, business partners and our brand ambassadors who help us to provide our products and services to you.
- other business partners in connection with the provision of their products and services to you.
- our legal and professional advisors.
- government bodies and regulatory authorities, including the Driver and Vehicle Standards Agency, the Police and other crime prevention and detection agencies and the UK Information Commissioner's Office.
- analytics and search engine providers that assist us in the improvement and optimisation of our websites.

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing this information are:

- We have a contractual obligation.

## How we store your personal information

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including satisfying any legal, accounting or reporting requirements in respect of our relationship with you.

Where we process your personal data to fulfil:

- a legal obligation, we will process such personal data for so long as necessary to fulfil that obligation; or
- a contract with you, we will process such personal data until we fulfil that contract and for so long thereafter as may be necessary to keep a record of that contract, which will typically be for 6 years, and to deal with any complaints or claims relating to that contract, which will be until the final resolution of such complaints or claims (having regard to the nature of any potential claims and the limitation of liability periods that apply to them).

## Your data protection rights.

Under data protection law, you have rights including:

**Your right of access** - You have the right to ask us for copies of your personal information.

**Your right to rectification** - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

**Your right to erasure** - You have the right to ask us to erase your personal information in certain circumstances.

**Your right to restriction of processing** - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

**Your right to object to processing** - You have the the right to object to the processing of your personal information in certain circumstances.

**Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

If you wish to make a request, please contact us by one of the following channels:

- 01489 278562
- Carter Travel Co, North Hill, Reservoir Lane, Hedge End, SO30 4AX phone number and or postal address]



## **How to complain**

If you have any concerns about our use of your personal information, you can make a complaint to us at:

Carter Travel Co  
North Hill  
Reservoir Lane  
Hedge End  
SO30 4AX

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>