

The Ystwyth Community Transport Group is committed to meeting its obligations under the General Data Protection Regulations 'GDPR' and ensuring the privacy and security of all personal information. This policy covers the collection, processing and other use of personal data under the Data Protection Act 1998 ("DPA") and the General Data Protection Regulations ("GDPR").

## *Personal Information*

### **WHAT INFORMATION DO WE COLLECT?**

When you make an enquiry or reservation with us, we may ask you to provide certain personal information including your full name, email address, home address, contact numbers. When you visit our website, we may also collect information on an ongoing basis through on-line analytics tools about your use of our site, for example the pages viewed, the website from which you came to visit our site, changes you make to information you provided to us including by use of cookies.

### **WHAT LEGAL BASIS DO WE RELY ON WHEN COLLECTING AND PROCESSING PERSONAL DATA?**

**Performance of a contract:** The use of your information may be necessary to perform the contract that you have with us. For example, if you use our services to make an online reservation, we will use your information to carry out our obligation to complete and administer that reservation under the contract that we have with you.

**Legitimate interests:** We may use your information for our legitimate interests, such as provide you with the best suitable content of the website, emails and newsletters, to improve and promote our products and services and the content on our website, and for administrative, fraud detection and legal purposes.

**Consent:** We may rely on your consent to use your personal information for certain direct marketing purposes. You may withdraw your consent at any time by contacting us at the addresses at the end of this Privacy Statement

### **WHAT DO WE USE YOUR INFORMATION FOR?**

We may use your information for the following purposes:

- in the normal course of our business, to allow us to register you to use our services and to provide you with our services on the basis that processing is necessary in order to perform our contract with you to provide our services;
- to allow us to manage your reservation on the basis that processing is necessary in order to perform our contract with you to provide our services;
- to allow us to analyse your personal preferences and personalise our services to you;
- to store your data to pre-populate fields to make it easier for you to provide information when you return to our sites;
- to communicate with you including sending you information about products and services which we think may be of interest to you. You have the right to opt out of our processing your personal data for marketing purposes by contacting us at [info@ystwythtransport.org.uk](mailto:info@ystwythtransport.org.uk).
- to validate your information to check that the data we hold about our customers is accurate, consistent and up to date on the basis that processing is necessary in order to perform our contract with you to provide our services;
- in pursuit of our legitimate interests, to record CCTV footage to ensure the safety and security of our property, staff and customers;
- to comply with any legal obligations to which we are subject

We may periodically check that the personal data we store for you is accurate

## **WHO DO WE SHARE YOUR INFORMATION WITH?**

The information and data we collect is important for us and we would not want to share this with anyone else (unless we are legally obliged to do so). Unless we have your express consent, we will never disclose, rent, trade or sell your personal data to any third parties for their marketing or mailing purposes.

We may disclose or transfer your data or personal information to other companies, data processors or agents employed by us to perform any necessary functions on our behalf, for example the processing of payments, but they are bound by our privacy policy and may not use this information for their own purposes.

## **HOW LONG DO WE STORE YOUR PERSONAL DATA FOR?**

We only store your personal information for as long as necessary for the purposes listed under the 'What do we use your information for?' section and to meet our legal obligations as a company.

## **SECURITY**

The transmission of information via the Internet or email is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of data while you are transmitting it to our site; any such transmission is at your own risk. Once we have received your personal data, we will use strict procedures and security features to try to prevent unauthorised access.

## **THIRD PARTY LINKS**

You might find links to third party websites on our website. These websites should have their own privacy policies, which you should check. We do not accept any responsibility or liability for their policies whatsoever as we have no control over them.

## **CHILDREN & SENSITIVE INFORMATION**

The term "sensitive information" refers to information related to your racial or ethnic origin, health, criminal background, and any biometric data used for the purpose of unique identification. We do not generally collect sensitive information unless it is volunteered by you. We may use health data provided by you to serve you better and meet your particular needs (for example, the provision of disability access).

We do not knowingly collect personal information from individuals under 18 years of age unless this is essential to us providing you a service, we will only collect this data with the written permission of a parent or legal guardian.

## **USE OF COOKIES**

Our Website uses cookies. We use cookies to gather information about your computer for our services and to provide statistical information regarding the use of our Website. Such information will not identify you personally - it is statistical data about our visitors and their use of our Website. This statistical data does not identify any personal details whatsoever. We may also gather information about your general Internet use by using a cookie file. Where used, these cookies are downloaded to your computer automatically. This cookie file is stored on the hard drive of your computer, as cookies contain information that is transferred to your computer's hard drive. They help us to improve our Website and the service that we provide to you. All computers have the ability to decline cookies. This can be done by activating the setting on your browser which enables you to decline the cookies. Please note that should you choose to decline cookies, you may be unable to access particular parts of our Website.

## **YOUR RIGHTS**

The DPA and GDPR give you the right to access information held about you by us. Please write to us or contact us by email if you wish to request confirmation of what personal information we hold relating to you. You can write to us at the address given at the end of this Privacy Policy or email us [info@ystwythtransport.org.uk](mailto:info@ystwythtransport.org.uk). There is no charge for requesting that we provide you with details of the personal data that we hold. We will provide this information within one month of your requesting the data.

You have the right to change the permissions that you have given us in relation to how we may use your data. You also have the right to request that we cease using your data or that we delete all personal data records that we hold relating to you. You can exercise these rights at any time by writing to us at the address at the end of this Privacy Policy, or by email to [info@ystwythtransport.org.uk](mailto:info@ystwythtransport.org.uk)

## **CHANGES TO THIS POLICY**

We may update this policy from time to time any updates are available on our website [www.ystwythtransport.org.uk](http://www.ystwythtransport.org.uk) Please regularly review these policies to be informed of how we are protecting your personal data.

## **CONTACT**

We welcome any queries, comments or requests you may have regarding this Privacy Policy. Please do not hesitate to contact us at Ystwyth Community Transport Group, 2-3 Lisburne Offices, Pontrhydygroes Ystrad Meurig Ceredigion SY256DQ or [info@ystwythtransport.org.uk](mailto:info@ystwythtransport.org.uk)

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