



Privacy Policy

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Introduction

The Data Protection Act 2018 (“DPA 2018”) and the General Data Protection Regulation (“GDPR”) impose certain legal obligations in connection with the processing of personal data.

Parkcycle Limited is deemed to be the data controllers within the meaning of the GDPR and we process some personal data.

The firm’s contact details are as follows: Parkcycle Limited, 12 Hyde Park Gate, Kensington London SW7 5DG

We may amend this privacy notice from time to time. If we do so, we will supply you with or otherwise make available to you a copy of the amended privacy notice.

Our Legal Basis

Our intended processing of personal data has the following legal basis:

- At the time you engaged with us for the booking bike hire you gave consent to our processing your personal data for the services required
- The processing of data is necessary for the performance of our contract with you
- The processing is necessary for our legitimate interests and legal obligations
- It is a requirement of our contract with you that you provide us with the personal data that we request. If you do not provide the information that we request, we may not be able to provide our services to you. If this is the case, we will not be able to hire bikes or equipment to you.

The information we collect

- Information that you provide to us for the purpose of requesting hire or hiring bikes and equipment include; your name, address, telephone contract number, email address, and details of other aspects of the bookings or requests that you provide.
- Information that you provide to us for the purposes of gaining a quote or making a booking request in advance.
- Information that you provide to us relating to the risk or services which you have asked us to provide a quotation for hire
- Any other information that you choose to send to us.
- If you contact us, we may keep a record of that correspondence.
- We may also ask you to complete customer satisfaction surveys that we use for research purposes, although you do not have to respond to these.
- Details of your visits to our website including, but not limited to, traffic data, location data, webchats, browser usage and other communication data.

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Why we need to collect the data

The information which we ask for is necessary for the following reasons: –

- Offering and providing hire services and related products to you;
- Establishing and maintaining communications with you;
- Verifying your identity in order to trace you in the event of incidents, damage or loss of our equipment during the hire period;
- Facilitating your payment for hire;
- Investigating claims or complaints;
- Compiling business and customer performance statistics; and
- Complying with the terms of our licence with the Royal Parks or the requests of law enforcement agencies or regulators;

Your data security

- We will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information.
- The data that we collect from you will be stored on our secure database and transferred to remote servers.
- By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy
- We will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information.
- We will store all the personal information you provide on our secure servers.
- All electronic transactions you make to or receive from us will be encrypted using SSL technology.
- All payment and bank details will not be held on your customer records and will be only used when carrying out transactions for the payment of hire.
- We do not store bank details on our database

Who we may share your data with

Financial transactions relating to hire are handled by our payment services providers. We will share transaction data with our payment services providers only to the extent necessary to process your payments, refunding such payments and dealing with complaints and queries relating to such payments and refunds.

In addition to the specific disclosures of personal data; we may disclose your data where such disclosure is necessary for compliance with a legal obligation to which we are subject, or to protect your vital interests or the essential interests of another natural person. We may also disclose your data where such disclosure is necessary for the establishment, exercise or defence of legal claims, whether in court proceedings or an administrative or out-of-court procedure.

Data retention

When acting as a data controller and in accordance with recognised good practice we will retain all of our records relating to you as follows:

- personal data that we process for any purpose or purposes shall not be kept for longer than is necessary for that purpose or those purposes.
- where we have undertaken hire, we will retain the transaction records for a minimum of 5 years after the services to you have been delivered
- where you have issued a complaint to us, we will retain the records for a minimum of 2 years after the finalisation of your complaint
- where you have provided services or products to us and the agreement is no longer in force, we will retain all relevant records for 5 years from the date the business relationship ceased
- where you have contacted us for a quotation but did not proceed with this, we will retain your records for 2 years

Your rights under the GDPR

Requesting Information

Under the regulations you have the following rights:-

- Right to view the information which we hold
- You may make a subject access request (SAR) at any time to find out more about the personal data which we hold about you. We will usually respond to SARs within one month of receipt (this can be extended by up to two months in the case of complex and/or numerous requests and in such cases the data subject shall be informed of the need for the extension).
- All subject access requests received must be forwarded to our Chief Executive Office at the address given above or by emailing parkcycle@virginmedia.com
- We do not charge a fee for the handling of normal SARs. We do however reserve the right to charge reasonable fees for additional copies of information that has already been supplied to you, and for requests that are manifestly unfounded or excessive, particularly where such requests are repetitive.

Right to rectify inaccurate or incorrect information

If the information which we hold is inaccurate or incomplete, you may contact us using the details above stating which part(s) are incorrect and the relevant amendments. We will contact you to notify when the data has been rectified which we aim to complete within one month.

Right to have your data erased

You may contact us using the details above if you wish for your details to be deleted from our records. Please note that these requests are subject to our need to hold data for legal reasons. Where we believe we are unable to delete your details for these reasons, we will provide our decision and the rationale behind this within one month.

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Right to withdraw your consent

Where you have consented to our processing of your personal data, you have the right to withdraw that consent at any time. Please inform us immediately if you wish to withdraw your consent.

Please note:

- the withdrawal of consent does not affect the lawfulness of earlier processing
- if you withdraw your consent, we may not be able to provide services to you
- that even if you withdraw your consent, it may remain lawful for us to process your visitor statistical data or data relating to another legal basis.

Complaints

If you have requested details of the information we hold about you and you are not happy with our response, or you think we have not complied with the GDPR or DPA 2018 in some other way, you can complain to us. Please send any complaints to the Chief Executive Officer at the address given above or by emailing parkcycle@virginmedia.com

In addition, if you require further information regarding the GDPR legislation, you can contact the Information Commissioners Office (ICO) as follows: –

www.ico.org.uk

Telephone – 0303 123 1113