



Website Terms & Conditions

July 2019

Content Guide

Introduction.....	3
Legal Basis.....	3
Terms of Use.....	3
Privacy Policy	4
Principles	4
Data Storage	5
Use of data.....	5
Cookies	6
About Cookies.....	6
Cookies used by our service providers.....	7
Managing cookies	7
Contact Us.....	7

Website Terms and Conditions



Introduction

These terms and conditions outline specific terms and conditions relating the use of the Parkcycle website.

If you continue to browse and use this website you are agreeing to comply with and be bound by the these terms and conditions of use, which together with our Privacy Policy govern Parkcycle's relationship with you in relation to this website.

The term "Parkcycle" or "us" or "we" refers to the owner of the website; Parkcycle Limited. The term "you" refers to the user or viewer of our website.

We may amend our terms and conditions as well as the Privacy Policy from time to time. If we do so, we will update this website and upon request send you the updated terms.

Legal Basis

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.

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.

Terms of Use

The use of this website is subject to the following terms of use:

- The content of the pages of this website is for your general information and use only. It is subject to change without notice.
- Neither we nor any third parties provide any warranty or guarantee as to the accuracy, timeliness, performance, completeness or suitability of the information and materials found or offered on this website for any particular purpose. You acknowledge that such information and materials may contain inaccuracies or errors and we expressly exclude liability for any such inaccuracies or errors to the fullest extent permitted by law.
- Your use of any information or materials on this website is entirely at your own risk, for which we shall not be liable. It shall be your own responsibility to ensure that any

products, services or information available through this website meet your specific requirements.

- This website contains material which is owned by or licensed to us. This material includes, but is not limited to, the design, layout, look, appearance and graphics. Reproduction is prohibited other than in accordance with the copyright notice, which forms part of these terms and conditions.
- All trademarks reproduced in this website which are not the property of, or licensed to, the operator are acknowledged on the website.
- Unauthorised use of this website may give rise to a claim for damages and/or be a criminal offence.
- From time to time this website may also include links to other websites. These links are provided for your convenience to provide further information. They do not signify that we endorse the website(s). We have no responsibility for the content of the linked website(s).
- Your use of this website and any dispute arising out of such use of the website is subject to the laws of England and Wales.

Privacy Policy

The Parkcycle Privacy Policy sets out how Parkcycle Limited uses and protects any information that you give Parkcycle when you use this website.

We are committed to ensuring that your privacy is protected. Should we ask you to provide specific information by which you can be identified when using this website, you can be assured that it will only be used in accordance with our Privacy Policy.

By using our website and agreeing to this policy, you consent to our use of cookies in accordance with the terms of this policy.

Parkcycle may change the Privacy Policy from time to time by issuing the changes on this website. You should check this page from time to time to ensure that you are happy with any changes.

If you have any questions or concerns regarding our terms or the Privacy Policy, please do not hesitate to send an email to parkcycle@virginmedia.com

Principles

We collect and process personal information from you at various stages throughout our website, for reasons including answering your enquiries, ensuring that content from our site is presented in the most effective manner for you and for your computer, to notify you about changes to our websites (including services and products), providing you with quotations, and carrying out our obligations from any contracts entered into between you and us. We also collect and process details of your visits to our site and the resources that you access.

Website Terms and Conditions

At each stage, you will be able to see what information we ask from you, such as your name and contact details, and information relating to your specific enquiry. If you contact us otherwise than via our website, we may keep a record of that correspondence.

The information we collect about you is used solely for the purposes for which it was provided. We will only use it for additional purposes (such as marketing) if we have received your prior consent to do so.

We will not share your information with any third parties other than when we are legally obliged to do so, such as for fraud prevention purposes.

It is entirely up to you as to whether or not you choose to provide us with any personal information. If you choose not to, we may not be able to assist you.

We will not sell your information to any third party.

When you enter personal details on our website or send an enquiry form, you will be entering these details within a secure environment.

We use SSL (Secure Socket Layer) encryption to protect the details you send us.

In most web browsers, a padlock symbol appears, indicating when you are in a secure environment. Also, the 'http:' at the beginning of the website address changes to 'https:' with the 's' indicating that you are in a secure environment.

Under the Data Protection Act 2018 ("DPA 2018") and the General Data Protection Regulations ("GDPR") you have the right, for a fee, to ask us for a copy of the information we hold on you, and to have any inaccuracies corrected or removed. [See our Privacy Policy for more details.](#)

Data Storage

Please refer to our [Privacy Policy](#) for details of how we store any data collected from this website.

In any event we will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information.

Use of data

We may process data about your use of our website and services "usage data".

The usage data may include your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views and website navigation paths, as well as information about the timing, frequency and pattern of your service use.

Website Terms and Conditions



The source of the usage data is our Google analytics tracking system. This usage data may be processed to analyse the use of the website and services. The legal basis for this processing is consent.

We may process information contained in any enquiry you submit to us regarding goods and services ("enquiry data"). The enquiry data may be processed for selling relevant goods and services to you.

We do not collect any transactional data from this website other than the information you may supply when completing the advance booking request form.

Cookies

About Cookies

A cookie is a piece of information that is stored on your computer's hard drive which records how you have used a website. This means that when you go back to that website, it can give you tailored options based on the information it has stored about your last visit.

Most websites use cookies. They help us to understand how our customers and potential customers use our website so we can develop and improve the design, layout and function. We may, for example, use cookies to store registration information so that you do not have to provide it to us on subsequent visits.

We may collect information about your computer, including where available your IP address, operating system and browser type, for system administration. We may also use 'cookies' to monitor how people use our site.

A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server.

Cookies may be either "persistent" cookies or "session" cookies: a persistent cookie will be stored by a web browser and will remain valid until its set expiry date, unless deleted by the user before the expiry date; a session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed.

Cookies do not typically contain any information that personally identifies a user, but personal information that we store about you may be linked to the data stored in and obtained from cookies.

If you do not want us to use cookies in your browser, you can normally set your browser to reject cookies or to tell you when a website tries to put a cookie on your computer. However, you may not be able to use some of the products or services on our website without cookies.

For information about how to disable cookies in your browser please visit the About Cookies website ([link to aboutcookies.org](http://aboutcookies.org)).

Website Terms and Conditions

Cookies used by our service providers

Our service providers use cookies, and those cookies may be stored on your computer when you visit our website.

We use Google Analytics to analyse the use of our website. Google Analytics gathers information about website use by means of cookies. The information collected relating to our website is used to create reports about the use of our site. Google's privacy policy is available at:

<https://www.google.com/policies/privacy/>

Managing cookies

Most browsers allow you to refuse to accept cookies and to delete cookies. The methods for doing so vary from browser to browser, and from version to version. You can, however, obtain up-to-date information about blocking and deleting cookies via these links:

- (a) <https://support.google.com/chrome/answer/95647?hl=en> (Chrome);
- (b) <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences> (Firefox);
- (c) <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies> (Internet Explorer);
- (d) <https://support.apple.com/kb/PH21411> (Safari); and
- (e) <https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-and-privacy> (Edge).

Blocking all cookies will hurt the usability of many websites.

If you block cookies, you will not be able to use all the features on our website.

Contact Us

If you have any questions regarding our website terms of use or our privacy policy, please do not hesitate to get in contact by sending us an email at parkcycle@virginmedia.com or writing to us at our registered office address.

The firm's registered office address is as follows:

Parkcycle Limited
12 Hyde Park Gate
Kensington
London
SW7 5DG