

## A&P Private Hire Ltd

### Privacy Policy and Cookie Policy

May 2018

#### **Background:**

A&P Private Hire Ltd understands that your privacy is important to you and that you care about how your information is used and shared online. We respect and value the privacy of everyone who visits Our Site and will only collect and use information in ways that are useful to you and in a manner consistent with your rights and Our obligations under the law.

This Policy applies to Our use of any and all data collected by us in relation to your use of Our Site. Please read this Privacy Policy carefully and ensure that you understand it. **[Your acceptance of Our Privacy Policy is deemed to occur upon your first use of Our Site] AND/OR [You will be required to read and accept this Privacy Policy when signing up for an Account].** If you do not accept and agree with this Privacy Policy, you must stop using Our Site immediately.

#### **1. Definitions and Interpretation**

In this Policy the following terms shall have the following meanings:

“Account”	means an account required to access and/or use certain areas and features of Our Site;
“Cookie”	means a small text file placed on your computer or device by Our Site when you visit certain parts of Our Site and/or when you use certain features of Our Site. Details of the Cookies used by Our Site are set out in section 12, below;]
“Our Site”	means this website, <b>www.ap-privatehire.ltd</b> ;
“UK and EU Cookie Law”	means the relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003 as amended in 2004, 2011 and 2015; and]
“We/Us/Our”	means <b>A&amp;P Private Hire</b> , a limited company registered in England under (Company Registration Number; 10203161) , whose registered address is <b>25 Newtown Tadley RG26 4BP</b> and whose main trading address is <b>25 Newtown, Tadley RG26 4BP</b> .

#### **2. Information About Us**

1. Our Site, **www.ap-privatehire.ltd** is owned and operated by **A&P Private Hire Ltd**, a limited company registered in England under (Company

Registration Number; 10203161) , whose registered address is 25 Newtown Tadley RG26 4BP and whose main trading address is 25 Newtown, Tadley RG26 4BP. Our VAT number is 273 6605 89.

2. **Our data protection officer is Adrian Noad who can be contacted at [admin@ap-privatehire.ltd](mailto:admin@ap-privatehire.ltd)**
3. **We are regulated by Basingstoke & Deane Borough Council who issue our Private Hire Operators Licence.**

### 3. **Scope - What Does This Policy Cover?**

This Privacy Policy applies only to your use of Our Site. It does not extend to any websites that are linked to from Our Site (whether We provide those links or whether they are shared by other users). We have no control over how your data is collected, stored or used by other websites and We advise you to check the privacy policies of any such websites before providing any data to them.

### 4. **What Data Do We Collect?**

Some data will be collected automatically by Our Site **[(for further details, please see section 12 on Our use of Cookies [and Our Cookie Policy Insert Link])]**, other data will only be collected if you voluntarily submit it and consent to Us using it for the purposes set out in section 5, for example, when signing up for an Account. Depending upon your use of Our Site, We ‘*may*’ collect some or all of the following data:

1. **[Name;]**
2. **[date of birth;]**
3. **[gender;]**
4. **[business/company name]**
5. **[job title;]**
6. **[profession;]**
7. **[contact information such as email addresses and telephone numbers;]**
8. **[demographic information such as post code, preferences and interests;]**
9. **[financial information such as credit / debit card numbers;]**
10. **[IP address (automatically collected);]**
11. **[web browser type and version (automatically collected);]**
12. **[operating system (automatically collected);]**
13. **[a list of URLs starting with a referring site, your activity on Our Site, and the site you exit to (automatically collected);]**
14. **[add further information as required.]**

### 5. **How Do We Use Your Data?**

1. All personal data is stored securely in accordance with the EU General Data Protection Regulation (Regulation (EU) 2016/679) (GDPR). For more details on security see section 6, below.
2. We use your data to provide the best possible **Private Hire transportation**

services to you. This 'may' or 'may not' include:

1. **[Providing and managing your Account;]**
  2. **[Providing and managing your access to Our Site;]**
  3. **[Personalising and tailoring your experience on Our Site;]**
  4. **[Supplying Our [products and] services to you;]**
  5. **[Personalising and tailoring Our [products and] services for you;]**
  6. **[Responding to communications from you;]**
  7. **[Supplying you with email e.g. newsletters, alerts etc. that you have subscribed to (you may unsubscribe or opt-out at any time by notifying us;)]**
  8. **[Market research;]**
  9. **[Analysing your use of Our Site [and gathering feedback] to enable Us to continually improve Our Site and your user experience;]**
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3. In some cases, the collection of data may be a statutory or contractual requirement, and We will be limited in the [products and] services We can provide you without your consent for Us to be able to use such data.
  4. With your permission and/or where permitted by law, We may also use your data for marketing purposes which may include contacting you by **email AND/OR telephone AND/OR text message AND/OR post** with information, news and offers on Our **products AND/OR services**. We will not, however, send you any unsolicited marketing or spam and will take all reasonable steps to ensure that We fully protect your rights and comply with Our obligations under the GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003, as amended in 2004, 2011 and 2015.
  5. **[Advertisers whose content appears on Our Site may engage in what is known as "behavioural advertising" - advertising which is tailored to your preferences, based on your activity. Your activity is monitored using Cookies, as detailed below in section 12. You can control and limit your data used in this way by adjusting your web browser's privacy settings. Please note that We do not control the activities of such advertisers, nor the information they collect and use. Limiting the use of your data in this way will not remove the advertising, but it will make it less relevant to your interests and activities on Our Site.]**
  6. Under GDPR we will ensure that your personal data is processed lawfully, fairly, and transparently, without adversely affecting your rights. We will only process your personal data if at least one of the following basis applies:
    - a) you have given consent to the processing of your personal data for one or more specific purposes;
    - b) processing is necessary for the performance of a contract to which you are a party or in order to take steps at the request of you prior to entering into a contract;
    - c) processing is necessary for compliance with a legal obligation to which we are subject;
    - d) processing is necessary to protect the vital interests of you or of another natural person;
    - e) processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the

controller; and/or

- f) processing is necessary for the purposes of the legitimate interests pursued by us or by a third party, except where such interests are overridden by the fundamental rights and freedoms of the data subject which require protection of personal data, in particular where the data subject is a child.

## 6. How and Where Do We Store Your Data?

1. We only keep your data for as long as We need to in order to use it as described above in section 5, and/or for as long as We have your permission to keep it. In any event, We will conduct an **annual** review to ascertain whether we need to keep your data. Your data will be deleted if we no longer need it in accordance with the terms of our Data Retention Policy. Our Data Retention Policies are:

**We are required by Basingstoke & Deane Borough Council as a condition of the issuing of our Private Hire Operators to keep a record of all our bookings which includes name, address, contact number, pick up address and destination address. The information will be retained on an office password secured personal computer and encrypted cloud based backup service indefinitely.**

2. **[Some or all of your data may be stored or transferred outside of the European Economic Area (“the EEA”) (The EEA consists of all EU member states, plus Norway, Iceland and Liechtenstein). You are deemed to accept and agree to this by using Our Site and submitting information to Us. If We do store or transfer data outside the EEA, We will take all reasonable steps to ensure that your data is treated as safely and securely as it would be within the EEA and under the GDPR. Such steps may include, but not be limited to, the use of legally binding contractual terms between Us and any third parties We engage and the use of the EU-approved Model Contractual Arrangements. [If We intend at any time to transfer any of your data outside the EEA, We will always obtain your consent beforehand and we have put in place the following safeguards to protect your data:**

- a) All emails containing personal data should be encrypted [
- a) Personal data may be transmitted over secure networks only; transmission over unsecured networks is not permitted in any circumstances;
- b) Personal data may not be transmitted over a wireless network if there is a wired alternative that is reasonably practicable;
- c) Personal data contained in the body of an email, whether sent or received, should be copied from the body of that email and stored securely. The email itself should be deleted. All temporary files associated therewith should also be deleted;
- d) Where Personal data is to be sent by facsimile transmission the recipient should be informed in advance of the transmission and should be waiting by the fax machine to receive the data;
- e) Where Personal data is to be transferred in hardcopy form it should be passed directly to the recipient.
- f) No personal data may be shared informally and if an employee, agent, sub-contractor, or other party working on behalf of the Company requires access to any personal data that they do not already have access to, such access should be formally requested from **Data Protection Officer**

- g) All hardcopies of personal data, along with any electronic copies stored on physical, removable media should be stored securely in a locked box, drawer, cabinet or similar;
  - h) No personal data may be transferred to any employees, agents, contractors, or other parties, whether such parties are working on behalf of the Company or not, without the authorisation of **Data Protection Officer**
3. Data security is of great importance to Us, and to protect your data We have put in place suitable physical, electronic and managerial procedures to safeguard and secure data collected through Our Site.
4. Steps We take to secure and protect your data include:
- i) Personal data must be handled with care at all times and should not be left unattended or on view to unauthorised employees, agents, sub-contractors or other parties at any time;
  - j) If personal data is being viewed on a computer screen and the computer in question is to be left unattended for any period of time, the user must lock the computer and screen before leaving it;
  - k) No personal data should be stored on any mobile device (including, but not limited to, laptops, tablets and smartphones), whether such device belongs to the Company or otherwise
  - l) No personal data should be transferred to any device personally belonging to an employee and personal data may only be transferred to devices belonging to agents, contractors, or other parties working on behalf of the Company where the party in question has agreed to comply fully with the letter and spirit of this Policy and of the Regulation (which may include demonstrating to the Company that all suitable technical and organisational measures have been taken);
  - m) All personal data stored electronically should be backed up **at least weekly** with backups stored **offsite**. All backups should be encrypted. All electronic copies of personal data should be stored securely using passwords and data encryption;
  - n) All passwords used to protect personal data should be changed regularly and should not use words or phrases that can be easily guessed or otherwise compromised. All passwords must contain a combination of uppercase and lowercase letters, numbers, and symbols **All software used by the Company is designed to require such passwords];**
  - o) Under no circumstances should any passwords be written down or shared between any employees, agents, contractors, or other parties working on behalf of the Company, irrespective of seniority or department. If a password is forgotten, it must be reset using the applicable method. IT staff do not have access to passwords;
  - p) Where personal data held by the Company is used for marketing purposes, it shall be the responsibility of **the Data Protection Officer** to ensure that no data subjects have added their details to any marketing preference databases including, but not limited to, the Telephone Preference Service, the Mail Preference Service, the Email Preference Service, and the Fax Preference Service. Such details should be checked at least **annually**.
5. Notwithstanding the security measures that We take, it is important to remember that the transmission of data via the internet may not be completely secure and that you are advised to take suitable precautions

when transmitting to Us data via the internet.

## 2. Do We Share Your Data?

1. **We may share your data with other companies in Our group. This includes Our subsidiaries AND/OR Our holding company and its subsidiaries**
2. We may contract with third parties to supply [products and] services to you on Our behalf. These may include payment processing, delivery of goods, search engine facilities, advertising and marketing. In some cases, the third parties may require access to some or all of your data. Where any of your data is required for such a purpose, We will take all reasonable steps to ensure that your data will be handled safely, securely, and in accordance with your rights, Our obligations, and the obligations of the third party under the law. We currently contract with:
3. **[We may compile statistics about the use of Our Site including data on traffic, usage patterns, user numbers, sales and other information. All such data will be anonymised and will not include any personally identifying information. We may from time to time share such data with third parties such as prospective investors, affiliates, partners and advertisers. Data will only be shared and used within the bounds of the law.]**
4. In certain circumstances We may be legally required to share certain data held by Us, which may include your personal information, for example, where We are involved in legal proceedings, where We are complying with the requirements of legislation, a court order, or a governmental authority. We do not require any further consent from you in order to share your data in such circumstances and will comply as required with any legally binding request that is made of Us.

## 2. What Happens If Our Business Changes Hands?

1. We may, from time to time, expand or reduce Our business and this may involve the sale and/or the transfer of control of all or part of Our business. Data provided by users will, where it is relevant to any part of Our business so transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this Privacy Policy, be permitted to use the data for the purposes for which it was originally collected by Us.
2. In the event that any of your data is to be transferred in such a manner, you will be contacted in advance and informed of the changes. **[When contacted you will be given the choice to have your data deleted or withheld from the new owner or controller.**

## 3. How Can You Control Your Data?

1. When you submit information via Our Site, you may be given options to restrict Our use of your data. We aim to give you strong controls on Our use of your data (including the ability to opt-out of receiving emails from Us which you may do by unsubscribing by notifying us through admin@ap-privatehire.ltd
2. You may also wish to sign up to one or more of the preference services operating in the UK: Telephone Preference Service (“the TPS”), the

Corporate Telephone Preference Service (“the CTPS”), and the Mailing Preference Service (“the MPS”). These may help to prevent you receiving unsolicited marketing. Please note, however, that these services will not prevent you from receiving marketing communications that you have consented to receiving.

#### 4. **Your Right to Withhold Information and Your Right to Withdraw Information After You Have Given it**

1. You may access Our Site without providing any data at all. **[However, to use all features and functions available on Our Site you may be required to submit or allow for the collection of certain data.]**
2. You may restrict your internet browser’s use of Cookies. For more information, see section 12.
3. You may withdraw your consent for Us to use your personal data as set out in section in 5 at any time by contacting Us using the details set out in section 15, and We will delete Your data from Our systems. However, you acknowledge this may limit Our ability to provide the best possible services to you.

#### 5. **How Can You Access Your Data?**

You have the legal right to ask for a copy of any of your personal data held by Us (where such data is held). Please contact Us for more details at [admin@ap-privatehire.ltd](mailto:admin@ap-privatehire.ltd), or using the contact details below in section 14.

#### 6. **[What Cookies Do We Use and What For?**

1. Our Site ‘may’ place and access certain first party Cookies on your computer or device. First party Cookies are those placed directly by Us and are used only by Us. We use Cookies to facilitate and improve your experience of Our Site and to provide and improve Our services. For more details, please refer to section 5, above, and to section 12.6 below. We have carefully chosen these Cookies and have taken steps to ensure that your privacy is protected and respected at all times.
2. By using Our Site you ‘may’ also receive certain third party Cookies on your computer or device. Third party Cookies are those placed by websites, services, and/or parties other than Us. We may use third party Cookies on Our Site for **advertising services**. For more details, please refer to section 5, above, and to section 12.6 below. These Cookies are not integral to the functioning of Our Site.
3. All Cookies used by and on Our Site are used in accordance with current English and EU Cookie Law.
4. Before **any** Cookies are placed on your computer or device **subject to section 12.5 AND/OR section 12.8**, you will be shown a **pop-up message bar** requesting your consent to set those Cookies. By giving your consent to the placing of Cookies you are enabling Us to provide the best possible experience and service to you. You may, if you wish, deny consent to the placing of Cookies; however certain features of Our Site may not function fully or as intended.
5. **Certain features of Our Site depend on Cookies to function. UK and EU Cookie Law deems these Cookies to be “strictly necessary”. Your consent will not be sought to place these Cookies. You may still block these Cookies by changing your internet browser’s settings as detailed below in section 12.10, but please be aware that Our Site may not work as**

intended if you do so. We have taken great care to ensure that your privacy is not at risk by allowing them.

6. Analytics Services
7. Our Site uses analytics services provided by **Google**. Website analytics refers to a set of tools used to collect and analyse usage statistics, enabling Us to better understand how people use Our Site. This, in turn, enables Us to improve Our Site and the services offered through it. You do not have to allow Us to use these Cookies, as detailed below, however whilst Our use of them does not pose any risk to your privacy or your safe use of Our Site, it does enable Us to continually improve Our Site, making it a better and more useful experience for you.
8. The analytics service(s) used by Our Site use(s) Cookies to gather the required information. **[Certain of these Cookies may be placed immediately when you first visit Our Site and it may not be possible for Us to obtain your prior consent. You may remove these Cookies and prevent future use of them by following the steps set out below in section 12.10.]**
9. The analytics service(s) used by Our Site use(s) the following Cookies:

Name of Cookie	First / Third Party	Provider	Purpose
<b>_utma Cookie</b>	<b>First</b>	<b>Google</b>	A persistent cookie - remains on a computer, unless it expires or the cookie cache is cleared. It tracks visitors. Metrics associated with the Google <b>_utma</b> cookie include: first visit (unique visit), last visit (returning visit). This also includes Days and Visits to purchase calculations which afford ecommerce websites with data intelligence around purchasing sales funnels.

<b>__utmb Cookie &amp; __utmc Cookie</b>	<b>First</b>	<b>Google</b>	<p>These cookies work in tandem to calculate visit length. Google __utmb cookie demarks the exact arrival time, then Google __utmc registers the precise exit time of the user.</p> <p>Because __utmb counts entrance visits, it is a session cookie, and expires at the end of the session, e.g. when the user leaves the page. A timestamp of 30 minutes must pass before Google cookie __utmc expires. Given __utmc cannot tell if a browser or website session ends. Therefore, if no new page view is recorded in 30 minutes the cookie is expired.</p>
<b>__utmz Cookie</b>	<b>First</b>	<b>Google</b>	<p>Cookie __utmz monitors the HTTP Referrer and notes where a visitor arrived from, with the referrer siloed into type (Search engine (organic or cpc), direct, social and unaccounted). From the HTTP Referrer the __utmz Cookie also registers, what keyword generated the visit plus geolocation data</p> <p>This cookie lasts six months. In tracking terms this Cookie is perhaps the most important as it will tell you about your traffic and help with conversion information such as what source / medium / keyword to attribute for a Goal Conversion.</p>
<b>__utmv Cookie</b>	<b>First</b>	<b>Google</b>	<p>Google __utmv Cookie lasts "forever". It is a persistent cookie. It is used for segmentation, data experimentation and the __utmv works hand in hand with the __utmz cookie to improve cookie targeting capabilities.</p>

10. You can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all cookies or only third party cookies. By default, most internet browsers accept Cookies but this can be changed. For further details, please consult the help menu in your internet browser or the documentation that came with your device.
11. You can choose to delete Cookies at any time however you may lose any information that enables you to access Our Site more quickly and efficiently including, but not limited to, login and personalisation settings.

12. It is recommended that you keep your internet browser and operating system up-to-date and that you consult the help and guidance provided by the developer of your internet browser and manufacturer of your computer or device if you are unsure about adjusting your privacy settings.]

## 1. Summary of Your Rights under GDPR

Under the GDPR, you have:

1. the right to request access to, deletion of or correction of, your personal data held by Us;
2. the right to complain to a supervisory authority;
3. be informed of what data processing is taking place;
4. the right to restrict processing;
5. the right to data portability;
6. object to processing of your personal data;
7. rights with respect to automated decision-making and profiling (see section 14 below).

To enforce any of the foregoing rights or if you have any other questions about Our Site or this Privacy Policy, please contact Us using the details set out in section 15 below.

## 14. Automated Decision-Making and Profiling

14.1 In the event that We use personal data for the purposes of automated decision-making and those decisions have a legal (or similarly significant effect) on You, You have the right to challenge to such decisions under GDPR, requesting human intervention, expressing their own point of view, and obtaining an explanation of the decision from Us.

14.2 The right described in section 14.1 does not apply in the following circumstances:

- a) The decision is necessary for the entry into, or performance of, a contract between the You and Us;
- b) The decision is authorised by law; or
- c) You have given you explicit consent.

3. Where We use your personal data for profiling purposes, the following shall apply:

- a) Clear information explaining the profiling will be provided, including its significance and the likely consequences;
- b) Appropriate mathematical or statistical procedures will be used;
- c) Technical and organisational measures necessary to minimise the risk of errors and to enable such errors to be easily corrected shall be implemented; and
- d) All personal data processed for profiling purposes shall be secured in order to prevent discriminatory effects arising out of profiling.

4. We currently make the following automated decisions:

N/a

14.5 We currently profile your personal data for the following purposes:

N/a

## 15. **Contacting Us**

If you have any questions about Our Site or this Privacy Policy, please contact Us by email at [admin@ap-privatehire.ltd](mailto:admin@ap-privatehire.ltd) by telephone on **0118 9815963**, or by post at **25 Newtown, TADLEY RG26 4BP**. Please ensure that your query is clear, particularly if it is a request for information about the data We hold about you (as under section 11, above).

## 16. **Changes to Our Privacy Policy**

We may change this Privacy Policy as we may deem necessary from time to time, or as may be required by law. Any changes will be immediately posted on Our Site and you will be deemed to have accepted the terms of the Privacy Policy on your first use of Our Site following the alterations. We recommend that you check this page regularly to keep up-to-date.