

Superior Coaches LTD Privacy Policy

Our contact details

Name: Superior Coaches LTD T/A East London Travel

Address: Unit 24 Fanton Hall, Arterial Road, Wickford SS12 9JF

Phone Number:01702 528038

E-mail: info@eastlondontravel.co.uk

Date policy updated 25/02/21

The type of personal information we collect

We currently collect and process the following information:

- Personal identifiers, contacts and characteristics (for example, name address, telephone number, third party names travelling with you)
- Email address
- Financial details credit card /debit card
- Website cookies
- Google analytics page views, traffic data, location & IP address, communication data, operating system, browser.

How we get the personal information and why we have it

Most of the personal information we process is provided to us directly by you for one of the following reasons:

- You booked a holiday or day trip using our website or completed a booking form, requested a brochure, you completed a marketing form on our website, or from telephone correspondence with our representatives or agents, social media.

We also receive personal information indirectly, from the following sources in the following scenarios:

We use Google Analytics to help us understand how our customers use our website. Helping us to provide you with products that you find useful in the future. Google Analytics uses cookies to collect information such as Page views, traffic data, location, IP address, communication data, operating system, browser. The information that we collect will only be used in accordance with our own privacy policy and Google's privacy policy. You can opt out of Google Analytics by going to tools.google.com/dlpage/gaoptout/

We use Mailchimp to send out marketing information, you opt in to by providing your email address via our website or telephone booking. If you no longer wish to receive these emails and be removed from the mailing list click on the unsubscribe link or contact our office on the details above

Website cookies

We use the information that you have given us in order to process your booking and be able to make a contract and interact with you. We may also need this information to comply with legal obligations. To protect the legal rights and interests of Superior Coaches, including establishing, exercising and defending legal rights and claims. Purchase services from third parties which support us in providing a service to you. Record keeping, security quality and other business purposes. Business analysis and marketing.

We may share this information with service providers, booking agents, third party suppliers i.e hotels, event venues, mailing service providers, ferry companies, auditors, IT providers, companies that provide financial protection of card payments, advertising campaign, legal providers, storing and combining data, marketing.

Date: 25/02/2021

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

(a) Your consent. You are able to remove your consent at any time. You can do this by contacting info@eastlondontravel.co.uk

(b) We have a contractual obligation.

(c) We have a legitimate interest.

How we store your personal information

Your information is stored electronically.

We keep your personal data for as long as required by law and to fulfil the purpose for which we took the information. We may need to keep your data for legal reasons.

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.

Please contact us at the above address if you wish to make a request.

How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us at Superior Coaches, Unit 24 Fanton Hall Farm, Arterial Road SS12 9JF.

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>