

Upper Wharfedale Bus C.I.C - Privacy Notice

We take the privacy of your data seriously. You have a right to know what information we collect and how it is protected and used.

The directors of Upper Wharfedale Bus C.I.C. ("**UWB**") aim to collect and use your personal data only in ways that you would reasonably expect. Personal data relates to a living individual who can be identified from that data. The processing of personal data is governed by the General Data Protection Regulation (the 'GDPR').

Collecting Information

We might obtain your information when you:

- travel on our bus using a concessionary card;
- buy a ticket to travel;
- hire our vehicle
- contract for our services
- supply us with goods and services
- communicate with us;
- volunteer with us;
- work for us;
- exchange e-mails with us;

The information we hold about you may include (as applicable) your:

- name;
- date of birth;
- residential address;
- contact details, such as email addresses and phone numbers;
- invoicing information;
- payment processing information;
- employment details;
- images and video captured by 360° cameras installed inside and outside our vehicles

We comply with the GDPR obligations by not collecting or retaining excessive amounts of data.

Using your data

We use your personal data to:

- enable us to operate a local community bus service as described in our Declaration on Formation;
- manage our employees and volunteers;
- maintain our own accounts;
- provide information about service changes and issues
- respond to communications from you;
- deal with enquires;
- carry out our legal obligations;
- keep a record of our relationship with you;
- assist in detecting and deterring crime and disorder & maintaining a safe travelling environment for passengers.

Sharing your personal data

We will not sell your personal data. We will not share it with any third parties other than as is required to fulfil legal and regulatory obligations.

Keeping your data safe and retention periods

Access to personal data in our possession is strictly controlled. It is stored and destroyed securely. For most types of data, will be stored for a maximum of six years after your relationship with us ends unless a longer timescale is required to comply with legal, operational or historic archive requirements. For video recordings, we will store the data for a maximum of one month, other than in the case recordings which capture an incident, in which case the recording will be retained until such time as the incident is fully resolved.

Your rights

Unless subject to an exemption under the GDPR, you have, in respect of your personal data, the right to:

- request a copy of the personal data we hold about you;
- request us to correct your personal data, if found to be inaccurate or out of date;
- request that we erase your personal data where it is no longer necessary for us to retain such data;
- withdraw your consent to the processing by us of your personal data;
- request a restriction is placed on further processing, where there is a dispute in relation to the accuracy or processing of your personal data;
- request a copy of the personal information we hold about you;

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details below. If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the Information Commissioners Office (ICO).

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

Further Processing

If we wish to use your personal data for a new purpose not covered by this Privacy Notice, we will provide an updated notice explaining this prior to commencing the processing. Where necessary we will seek prior consent to the new processing.

Contact Details

To exercise all relevant rights, queries or complaints, please in the first instance contact as follows:

Email: info@upperwharfedale.com

Post: The Directors, Upper Wharfedale Bus C.I.C., Pike Foot, Buckden, Nr. Skipton, BD23 5JA

Tel: 01756 761155

We will deal with your request within 30 days of receipt. We reserve the right to request suitable proof of identity.

