

Parking Solutions 24 Ltd

As of **25th May 2018** this **Privacy Policy** sets out how Parking Solutions 24 Ltd uses and protects any information that you give Parking Solutions 24 Ltd when you park on one of our managed sites.

PS24 is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified; you can be assured that it will only be used in accordance with this privacy statement.

What we collect

We may collect the following information:

- Name and Vehicle Registration Mark
- Contact information including email address
- demographic information such as postcode, home address,
- Vehicle Keeper Details
- other information relevant to PCNs and DVLA data

What we do with the information we gather-why do we collect it?

Information received from the DVLA- We require this information in order to make contact with you regards to an outstanding charge relating to an unpaid PCN or to process a PCN. The Lawful Basis to the collecting of data is the breach of a contract that a driver enters into when parking on one of our sites. Processing is necessary to fulfil obligations under a contract between us and the individual. Processing is necessary to comply with the law.

We may store information for record keeping purposes or to carry out market research so that we can improve the products and services we offer. Data may also be used for the purpose of analysis and to understand environmental trends. We may share your data with third parties (a) if we are under a legal or regulatory duty to do so, (b) if it is necessary to do so to enforce of terms and conditions or other contractual rights, (c) to lawfully assist the police or security services with the prevention or detection of crime, (d) otherwise as permitted under applicable law.

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect or online.

How long do we keep your data and who do we share it with- Retention Policy

Although there is no maximum legal time period, we keep your data only for as long as we see necessary i.e. until a point where the PCN is paid, or closed, an appeal is accepted or the DVLA close the PCN. We do not use details other than for reasons connected to the PCN. Details are shared only with Pay My PCN and only company employees have access to view the PCN and details on the system.

Once a PCN has been closed you may request that your details be removed from the system, only once they are no longer required to meet our contractual rights.

If a Data Sharing agreement is in place your data may be shared with the Site Manager in order to process the contractual agreement or contravention.

Your rights under GDPR and details of how and where to complain

You have the right to be informed, right of access, right of rectification, right of erasure, right to object and the right to restrict processing. Personal data is part of a contractual agreement that is made when entering into a contract by parking on the land.

If we use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyze web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyze data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

Controlling your personal information

You may choose where is not necessary for processing to restrict the collection or use of your personal information in the following ways:

- whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes
- if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at GDPR@ps24.co.uk

You may request details of personal information which we hold about you under the **Data Protection Act 1998**. A small fee may be payable. If you would like a copy of the information held on you please write to **36 Chester Square, Ashton U Lyne, OL6 7TW**. Under Data Protection law we must verify your identity before providing information and provide an explanation if we disagree with your request.

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

Data Controller is **Office Manager** contactable on email at GDPR@ps24.co.uk

Changes to this Privacy Policy

We aim to meet high standards and so our policies and procedures are constantly under review. From time to time we may change this privacy policy. This policy is also available to listen to by calling [01612413925](tel:01612413925)