



Introduction

This privacy policy relates to Elite Fleet Southwest Limited, 19 Knapps Lane Fishponds Trading Estate, Bristol BS5 7UQ

Elite Fleet Southwest Limited provide minibus hire, taxi hire and coach hire from our site in Bristol. We process personal data in order to provide this service to you, whether you have contacted us directly or via our website. This Privacy Policy tells you about your rights around the data we hold and why we hold it. It also tells you about our legal obligations to you.

In preparing this policy we have considered the General Data Protection Regulation (Regulation (EU) 2016/679) (the "GDPR") and any other applicable regulation or law.

What personal data we collect

In order to provide you with your transportation requirements, we will collect and process your personal data:

Corporate Hire: In order to provide a great service for your company, we take 'business card' information of you and your lead passenger, if different. We do not share that data with anyone outside of Elite Fleet Southwest Limited.

The information we collect will come from you either telling us over the phone, contacting us via our website, or from you sending it via email.

We may collect your:

- name,
- corporate address (to invoice you)
- pick up and drop off address
- contact phone number
- work email address

Personal Hire: If you are an individual using Elite Fleet Southwest limited, we take basic personal information for you and your lead passenger, if different. We do not share that data with anyone outside of EFS.

The information we collect will come from you either telling us over the phone, contacting us via our website, or from you sending it via email.

We may collect your:

- name,
- email address
- pick up and drop off address
- contact phone number

School Hire

If you are a school or local authority who use Elite Fleet Southwest Limited, we take basic business card information for about you and we may also take information about children. We do not share that data with anyone outside of EFS.

The information we collect will come from you either telling us over the phone, contacting us via our website, or from you sending it via email.

For the **school run**, we may collect your:

- name,
- corporate address (to invoice you)
- pick up and drop off address
- contact phone number
- work email address

For the **individual pick-up service**, we may collect your:

- name,
- corporate address (to invoice you)
- contact phone number
- work email address

We may also take:

- Child's name
- Child's address

This data is required in order to pick every child up from their house.

WEBSITE USER DATA:

If you visit our web presence (<http://www.elitefleetsouthwest.co.uk>) we use your data to help us to improve your experience of using our website, to improve the interactive features on it and as part of our efforts to keep the site and secure. We will not collect other personal data unless you upload your CV or complete a 'contact us' form.

We may process your:

- IP address,
- browser type,
- your location,

Security of your personal data

We apply security over the storage and disclosure of your personal data, and apply reasonable and appropriate steps to protect it against accidental disclosure, loss, destruction or damage.

This includes physical and logical protection of your data and includes strong passwords, secure offices, data encryption and data back-ups. We also make sure that our staff understand the importance of protecting your data.

All of your data will be securely held and processed within the UK.

Cookies and site tracking

Our website uses cookies to distinguish you from other users. Cookies are used by the majority of websites and are small files that collect personal data about you. The cookies help us to provide you with a good experience when you browse our website it also allows us to improve our site.

Cookies are used by nearly all websites and are small files which are stored on a user's computer. We use them to track your activity whilst browsing our website and help us to ensure we can deliver the best experience whilst using our site. We also use cookies to analyse traffic and ultimately improve the functionality of the website.

If you want to take a look at the types of cookies you accept or change them, this can usually be done within your browser. If you don't want to receive cookies, you may choose to opt-out by changing the settings of your browser. Please be aware that rejecting all cookies may affect the performance and functionality of our website.

Your Data Protection Rights

We process personal data to fulfil a contract with you or your company, school or authority. At any time you can ask to view, update or correct any data we hold about you. You can also ask that we stop using your data and that we erase it, as long as the contract has been completed. To request any of these please contact us (details below) and we will respond to you with 30 days.

Retention of your data

We understand our legal duty to only retain personal data for as long as we need it.

If you have an account with us, we will delete your data when we have had no contact with you for 6 years. Where we hold children's names and addresses we will securely delete or destroy this immediately after use.

Changes to Privacy Policy

Our Privacy Policy may change from time to time and any changes to the statement will be communicated to you by way of an e-mail or a notice on our website.

Useful contact Information:

If you require any further information, or would like to make a complaint, please contact us:

Elite Fleet Southwest Limited

- Phone: 0117 965 6656
 - Email: info@elitefleetsouthwest.co.uk
 - Address: 19 Knapps Lane Fishponds Trading Estate, Bristol BS5 7UQ
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