

This is the privacy policy for 440 Cars Ltd.

440 Cars Limited incorporated and registered in England and Wales with company number 11948897 whose registered office is 440 CARS LIMITED SANDMARTIN CLOSE EASTLEIGH HAMPSHIRE SO50 9PS.

This document sets out the basis upon which information is collected about you, by us, using the 440 Cars website and our mobile application, and any other communication networks by 440 Cars Ltd and the use of the personal information you provide to us in person or online, via email, phone, in writing, or other correspondence.

Any data collected will be used and held in accordance with the requirements of the EU General Data Protection Regulations (GDPR).

440 Cars Ltd is passionately committed to privacy, the responsible use of information, the need to safeguard the privacy of our clients and visitors to our website, and to maintaining compliance with privacy legislation. This is central to our values as an organisation. We want everyone who contacts us and engages our services to feel confident about how any personal information they give us will be looked after or used.

You can be confident that:

We will never release your information to organisations outside 440 Cars Ltd for their marketing purposes.

We only use personal information in the ways we need to and that is expected of us.

- We will keep you up to date with our services and news that we deem relevant to you.
- We only use your personal information to do this if you tell us that that is acceptable.
- We take all reasonable care to safeguard your personal information through security policies and secure business processes.
- We will always provide easy ways for you to contact us.

How we collect personal information

We obtain personal information from you when you:

- Enquire about or engage our services via our telephone recording system
- Set up an account with us
- Send an email or otherwise provide us with your personal information, for example through the contact form on our website
- Apply for a loyalty card
- Download and use our mobile booking app or online web booker.

Sometimes we may obtain your personal information from third party data suppliers only if they provide the appropriate evidence that you have agreed for your personal information to be shared with other organisations.

We also gather general information about the use of our website <https://www.440cars.co.uk> such as pages visited and areas that are of most interest to users. We use this information to improve our website and make it a better experience for everyone. For further information, please see the 'cookies' section below.

What information do we collect?

The information we collect might include name, address, email address, and telephone numbers. Data Protection law recognises that certain categories of personal information are more sensitive. These are known as **special categories** of data and cover health information, race, religious beliefs, and political opinions. We **do not** collect any **special categories** of data.

How do we use your information?

We may use your personal information for:

- Dealing with your enquiries, requests, and complaints
- Processing your payments made over the telephone, online through our website, or via our mobile application
- Providing you with information about our services and news
- Complying with our legal obligations, policies, and procedures
- Administering our membership records (for example, holders of our loyalty Card)

Telephone calls

Calls to our telephone booking system and to our head office are recorded for training and quality purposes.

CCTV

Some of our drivers have CCTV installed in their taxis, again to record the general public purely for the purposes of security and safety of the driver. All the vehicles that are fitted with internal CCTV are licensed by Southampton City Council and governed by Southampton City Council. These cameras film inside the vehicles, and only record audio if the Driver activates this by pressing the driver "panic" button. 440 Cars are not Data Controllers of these Cameras nor the driver can access any of the recorded information, this is exclusively accessed by Southampton City Council Licensing Dept. or the Police. Please refer to SCC GDPR on the CCTV to find out your rights.

Anyone can ask to see images of recordings taken of them in or near our office. Any request should be sent by email to info@440cars.co.uk in writing or to our website www.440cars.co.uk.

No sharing of personal information

We do not share personal information with any third parties for marketing purposes. Some of our third parties' data processors may store information on remote servers across the world, and we have agreements with them to ensure that your information is safe and secure and not shared with other organisations.

No indirect collection of personal information

We do not collect personal data indirectly, for instance by tracking people individually when they have used our social media accounts.

Automated decisions

We do use automated decision making and profiling when deciding if an individual can set up an account and/or have credit with 440 Cars Ltd. You may request human intervention

where a decision has been made about you based solely on automated processing, and/or you may challenge that decision.

Your rights

Under the EU General Data Protection Regulation, which comes into force on May 25th, 2018, you have the following rights:

1. The right to access your personal information
2. The right to edit and update your personal information
3. The right to request to have your personal information deleted
4. The right to restrict processing of your personal information
5. The right to object
6. The right to lodge a complaint with a supervisory authority.

Rights to access, remove, or correct personal information

You have the right to request a copy of the information that we hold about you and this is free of charge. Please contact us if you wish to amend any of your personal data at info@440cars.co.uk

If a member of the public asks for their personal data to be removed from our current record systems, this will be done within one month of the request being received. The same timescale will apply when we are notified that personal information needs to be corrected or updated.

You can also opt out of email correspondence immediately by following the links to unsubscribe or by emailing us at info@440cars.co.uk

Cookies

A cookie is a small file downloaded on to the hard drive of a computer or mobile device when the user logs on to a website.

We also set Google Analytics cookies to collect general statistical information to help us understand how our website is used and to improve the service we provide. We learn whether visitors have used the website before, which pages are the most popular, how users move around the site and whether the site is being accessed by a mobile device or desktop computer. This information does not allow users to be identified individually.

It is important for us to be able to include your visit in our statistics. By continuing to use the website without changing settings, you are agreeing to our use of these cookies.

To find out more general information on cookies, and how to control or delete them, please go to: <https://www.aboutcookies.org> or <http://www.allaboutcookies.org>

Changes to our privacy notice

This notice will be amended in the light of any relevant changes in legislation or related good practice. We recommend you check this Privacy Notice regularly for updates. We will not

alert you to every little change, but if there are any really important changes to the Privacy Notice or how we use your information then we'll let you know and where appropriate ask for your consent.

How to contact us Please contact us if you have any questions about our Privacy Notice and policy. Our contact details are as follows:

- By email: info@440cars.co.uk
- 440 CARS LIMITED SANDMARTIN CLOSE EASTLEIGH HAMPSHIRE SO50 9PS.