

Privacy Policy Notice

The policy: This privacy policy notice is for this website; [www.aplinandco.co.uk] and served by [Aplin & Co Chauffeurs Ltd] and governs the privacy of those who use it. The purpose of this policy is to explain to you how we control, process, handle and protect your personal information while browsing or using this website, including your rights under current laws and regulations. If you do not agree to the following policy you may wish to cease viewing / using this website.

Policy key definitions:

- "I", "our", "us", or "we" refer to the business, [Aplin & Co].
- "you", "the user" refer to the person(s) using this website.
- GDPR means General Data Protection Act.
- PECR means Privacy & Electronic Communications Regulation.
- ICO means Information Commissioner's Office.
- Cookies mean small files stored on a users computer or device.

Processing of your personal data

Under the GDPR (General Data Protection Regulation) we control and / or process any personal information about you electronically using the following lawful bases.

- We are registered with the ICO under the Data Protection Register, our registration number
- We are exempt from registration in the ICO Data Protection Register because [provide reason]
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- **Lawful basis:** Vital interests
The reason we use this basis: You provide information by contacting us via our Website or by E-mail, Telephone, social media or otherwise to create an account and to use our services.
We process your information in the following ways:
- To Communicate with you via Telephone Email & SMS
- To provide you with Transportation services;

- **Technical usage information;** When you visit our Website, we automatically collect the information sent to us by your computer, mobile number, or other access device.

To create records of bookings and to send you booking confirmations, Receipts and Invoices

- To maintain records of lost property;
- To comply with our legal and regulatory obligations imposed by TFL;
- To monitor and assess the quality of our service

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Data retention period: Until Consent is withdrawn

Sharing your information: We do not share your information with third parties.

- **Lawful basis:** Legitimate interests

The reason we use this basis: To provide you with ground Transportation.

We process your information in the following ways:

- To create records of bookings and to send you booking confirmations, Receipts and Invoices;
- To Communicate with you via Telephone Email & SMS

Data retention period: Until Consent is withdrawn

Sharing your information: We do not share your information with unconnected third parties.

If, as determined by us, the lawful basis upon which we process your personal information changes, we will notify you about the change and any new lawful basis to be used if required. We shall stop processing your personal information if the lawful basis used is no longer relevant.

Your individual rights

Under the GDPR your rights are as follows. You can read more about [your rights in details here](#);

- the right to be informed;
- the right of access;
- the right to rectification;
- the right to erasure;
- the right to restrict processing;
- the right to data portability;
- the right to object; and
- the right not to be subject to automated decision-making including profiling.

You also have the right to complain to the ICO [www.ico.org.uk] if you feel there is a problem with the way we are handling your data.

We handle subject access requests in accordance with the GDPR.

Internet cookies

We use cookies on this website to provide you with a better user experience. We do this by placing a small text file on your device / computer hard drive to track how you use the website, to record or log whether you have seen particular messages that we display, to keep you logged into the website where applicable, to display relevant adverts or content, referred you to a third party website.

Some cookies are required to enjoy and use the full functionality of this website.

We use a cookie control system which allows you to accept the use of cookies, and control which cookies are saved to your device / computer. Some cookies will be saved for specific time periods, where others may last indefinitely. Your web browser should provide you with the controls to manage and delete cookies from your device, please see your web browser options.

Cookies that we use are;

- [list of cookies used]

Data security and protection

We ensure the security of any personal information we hold by using secure data storage technologies and precise procedures in how we store, access and manage that information. Our methods meet the GDPR compliance requirement.

Transparent Privacy Explanations

We have provided some further explanations about user privacy and the way we use this website to help promote a transparent and honest user privacy methodology.

- [Resources & further information](#)
- [Overview of the GDPR - General Data Protection Regulation](#)
- [Data Protection Act 1998](#)
- [Privacy and Electronic Communications Regulations 2003](#)
- [The Guide to the PECR 2003](#)
- [Twitter Privacy Policy](#)
- [Facebook Privacy Policy](#)
- [Google Privacy Policy](#)
- [Linkedin Privacy Policy](#)
- [Mailchimp Privacy Policy](#)
- [Small business GDPR policy template](#)