



PRIVACY POLICY

This privacy policy sets out how Swift Valley Coach Travel uses and protects any information that you give us when you use this website. We are committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement. We may change this policy from time to time by updating this document.

Collection of Personal Information

We may collect the following information

- Name
- Contact information such as address, phone numbers and email address.
- Payment details
- Other information relevant to customer surveys and/or offers.

You may provide personal information to us by calling us by telephone, by sending us an email, in person at our Booking Office(s) or at an event or by using our website to:

- Hire a coach
- Book a day trip or holiday
- Search and browse our website
- Request a brochure
- Join our Loyalty Club Scheme
- Subscribe to one of our newsletters
- Enter or respond to surveys, competitions or offers
- Submit a CV or work history information
- Contact us for further information

Use of Personal Information

When you provide personal information to us, we may use it for any of the purposes described in this privacy policy or as stated at the point of collection including the following reasons;

- Internal record keeping
- To improve our products and services
- To send promotional emails and postal mailshots about new products, services, special offers and other information which we think you may find interesting using the email or postal address which you have provided.
- Occasionally, we may also use your information to contact you for market research purposes. We may contact you by email, phone or by mail.
- To enrol you into our Loyalty Club Scheme where additional privacy information and terms and conditions apply.

Your rights under General Data Protection Regulation (GDPR)

Your principal rights under data protection are:

a) the right to access;

You have the right to confirmation as to whether or not we process your personal data and, where we do, access to the personal data.

b) the right to rectification;

You have the right to have any inaccurate personal data about you rectified and, taking into account the purposes of the processing, to have any incomplete personal data about you completed.



PRIVACY POLICY

a) the right to erasure

In some circumstances you have the right to the erasure of your personal data with undue delay.

b) the right to restrict processing;

You have the right to object to our processing of your personal data.

c) the right to object to processing;

You have the right to object to our processing of your personal data on grounds relating to your personal situation.

d) the right to data portability

You have the right to obtain and reuse your personal data for your own purposes.

e) the right to complain to supervisory authority;

If you consider that our processing of your personal information infringes data protection laws, you have a legal right to lodge a complaint with a supervisory authority responsible for data protection.

f) the right to withdraw consent;

Under certain conditions you have the right to withdraw consent for us processing your data.

Internet cookies

Our website uses cookies to provide you with a good experience when you browse our website. By continuing to browse the site, you are agreeing to our use of cookies. A cookie is a small file that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

No personally identifiable information is stored directly in cookies. We collect information through cookies with the aim of ensuring the content of the website works as effectively as possible.

By using our website you agree to us placing the specified cookies on your device (computer, android, iphone, mac etc.)

To turn cookies off you can delete them from your browser history. You can also block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. If you use your browser settings to block all cookies (including essential cookies) you may not be able to access all parts of our website.

Security of Personal Information

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 that we collect online.

Only authorised persons are provided access to personally identifiable information we have collected and those individuals have agreed to maintain the confidentiality of this information.

We use appropriate security measures once we have received your personal data, the transmission of data over the internet, including emails, is never completely secure. We endeavour to protect personal data, but we cannot guarantee the security of data transmitted to or by us.



PRIVACY POLICY

Sharing of Personal Data

We may transfer, share or disclose your personal information to other organisations for example to facilitate your trip or holiday by passing on your personal information to hotels, ferry companies etc. or for administrative or internal purposes.

We may also transfer or share your personal information to providers of website hosting and management, data analysis, data back up and security and storage services. These other organisations may use subcontractors that have access to your personal data. It is our policy to use other organisations that will provide appropriate levels of security and confidentiality and will process personal information only as instructed by us, and to impose those same obligations down to their sub-processors.

Other disclosures

We may also disclose personal information to other organisations under the following circumstances

- To law enforcement, regulatory and other government agencies and to professional bodies and others, as required by and in accordance with applicable law or regulation.
- When explicitly requested by you
- When required to deliver publications such as brochures or reference materials as requested by you.
- When required to facilitate accommodation or transport provided by another organisation.
- As otherwise set out in this privacy notice

We will not sell, distribute or lease your personal information to third parties unless we are required to by law.

Retention of Personal Information

We will retain your personal information only for as long as we need it, given the purposes for which it was collected or as required to do so by law.

Marketing

Where we are legally required to obtain your consent to provide you with marketing materials we will only provide you with such marketing materials if you have provided consent for us to do so.

If you opt to receive newsletters you will receive emails known as newsletters as well as information about any discounts, offers, newly released day trips or holidays and late availability. If you request a brochure you will receive copies of our current and future brochures as they are released.

If you want to unsubscribe from our newsletters you should look for and follow the instructions provided in each email. If you no longer wish to receive brochures from us, you can request this by email or by phone. If you choose to unsubscribe from any or all mailings, we may retain information sufficient to identify you so that we can honour your request.

Loyalty Club Scheme

By joining our Loyalty Club Scheme you are giving us your consent to contact you by email, telephone or text message with information, offers, discounts, rewards and late availability notifications available to Loyalty Club members. We will only use your personal data in this instance for the purposes of administering the Loyalty Club Scheme. Loyalty Club privacy notice and terms and conditions can be made available to you on request and you will be sent this information at the point of joining the scheme. If you make bookings with us your personal data will also be handled in accordance with our wider privacy policy set out in this document.