

## **Choice Taxis Privacy Policy**

### **1. Introduction & General Terms**

Choice Taxis is committed to protecting you and your family's personal information when you are using our services. This Privacy Policy relates to our use of any personal information you provide to us via phone or text, by email, in letters or correspondence.

It also relates to our use of any personal information you provide to us by any medium including our apps, phone calls and email.

In order to provide you with the full range of Choice Taxis services, we sometimes need to collect information about you. Choice Taxis is committed to safeguarding your personal information. Whenever you provide such information, we are legally obliged to use your information in line with all laws concerning the protection of personal information, including the Data Protection Act 1998 (these laws are referred to collectively in this Privacy Policy as the "data protection laws"). Choice Taxis websites contain hyperlinks to websites owned and operated by third parties. These third party websites have their own privacy policies, and are also likely to use cookies, and we therefore urge you to review them. They will govern the use of personal information you submit, which may also be collected by cookies whilst visiting these websites. We do not accept any responsibility or liability for the privacy practices of such third party websites and your use of such websites is at your own risk.

Although all our calls are recorded the recordings are suspended if we need to take any credit/debit card details over the phone. All credit/debit card details of customers, no matter how we receive them, are only held encrypted on our computer system.

### **2. What information will Choice Taxis collect about me?**

When you participate in, access or sign up to any of Choice Taxis services or make any booking we may receive personal information about you. This can consist of information such as your name, email address, postal address and telephone number or mobile phone i.d..

By submitting your details, you enable Choice Taxis to provide you with the services you select.

Choice Taxis also uses cookies and collects IP addresses (an IP address is a number that can uniquely identify a specific computer or other network device on the internet) from visitors to Choice Taxis websites.

### **3. How will Choice Taxis use the information it collects about me?**

Choice Taxis will use your personal information for a number of purposes including the following:

- a) to provide our services and to deal with your requests and enquiries;
- b) for "service administration purposes", which means that Choice Taxis may contact you for reasons related to the service (e.g. to provide you with password reminders or to notify you that a particular service has been suspended for maintenance);
- c) to provide you with information about our services;
- d) to use IP addresses to identify the location of users, to block disruptive use, to establish the number of visits from different countries and to determine whether you are accessing the services from the UK or not;
- e) to analyse and improve the services offered on Choice Taxis websites;
- f) to provide you with the most user-friendly navigation experience. Choice Taxis may also use and disclose information in aggregate (so that no individuals are identified) for marketing and strategic development purposes.
- g) Where Choice Taxis proposes using your personal information for any other uses we will ensure that we notify you first. You will also be given the opportunity to withhold or withdraw your consent for the use of your personal information for purposes other than those listed above.

### **4. When will Choice Taxis contact me?**

Choice Taxis may contact you:

- a) in relation to any service, activity or online content you have signed up for in order to ensure that Choice Taxis can deliver the services to you;
- b) in relation to any correspondence we receive from you or any comment or complaint you make about Choice Taxis services;
- c) in relation to any contribution you have submitted to Choice Taxis, e.g. via text or voicemail message;
- d) to invite you to participate in surveys about Choice Taxis services (participation is always voluntary); and for marketing purposes, where you have agreed to this (see section 5 below).

## **5. Will I be contacted for marketing purposes?**

Choice Taxis will only use your information for marketing purposes, or to promote new services or activities where you have agreed to this.

## **6. Will Choice Taxis share my personal information with anyone else?**

We will keep your information confidential except where disclosure is required or permitted by law (for example to government bodies and law enforcement agencies) or as described in section 7 below. Generally, we will only use your information within Choice Taxis. However, sometimes Choice Taxis uses third parties to process your information on our behalf. Choice Taxis requires these third parties to comply strictly with its instructions and Choice Taxis requires that they do not use your personal information for their own business purposes, unless you have explicitly consented to the use of your personal information in this way.

## **7. Offensive or inappropriate content to Choice Taxis**

If you post or send offensive, inappropriate or objectionable content to Choice Taxis or otherwise engage in any disruptive behaviour on any Choice Taxis service, we may use your personal information to stop such behaviour.

Where Choice Taxis reasonably believes that you are or may be in breach of any applicable laws (e.g. because of content you email), we may use your personal information to inform relevant third parties such as your employer, school email/internet provider or law enforcement agencies about the content and your behaviour.

## **8. How long will Choice Taxis keep my personal information?**

We will hold your personal information on our systems for as long as is necessary for the relevant activity, or as long as is set out in any relevant contract you hold with Choice Taxis.

## **9. Can I find out what personal information Choice Taxis holds about me?**

Under the Data Protection Act you have the right to request a copy of the personal information Choice Taxis holds about you and to have any inaccuracies corrected. We will use reasonable efforts to supply, correct or delete personal information about you on our files.

Please address requests and questions about this or any other question about this Privacy Policy to the Data Protection.

## **10. Use of cookies by Choice Taxis**

Cookies are small text files placed on your computer by websites you visit. They are widely used in order to make websites work, or work more efficiently, as well as provide information to the owners of the website.

Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit [www.allaboutcookies.org](http://www.allaboutcookies.org). To opt out of being tracked by Google Analytics across all websites, visit <http://tools.google.com/dlpage/gaoptout>.

## **11. Changes to Choice Taxis Privacy Policy**

This Privacy Policy may be updated from time to time so you may wish to check it each time you submit personal information to Choice Taxis. The date of the most recent revisions will appear on this page.