

FIRST CHOICE TRANSPORTATION LTD PRIVACY POLICY

REVIEWED JULY 2025

FIRST CHOICE TRANSPORTATION LTD promise that we'll tell you how we use your data and we'll make sure that your data is collected and stored securely. You can update and manage your preferences at any time by email to enquirey@firstchoicetransportation.co.uk or speak to us on 0208 202 2008

We have to keep some information about you, such as name, email address, telephone number so we can process customer bookings. We also have to share data with our trusted partners so we can fulfil our service obligations to you.

If you choose to receive text SMS marketing from FIRST CHOICE TRANSPORTATION LTD, we can let you know of the latest updates to our services and any special offers.

We may also contact you with service updates in case of problems with availability or cancellations and amendments to bookings. If you would like to stop receiving this information from us, email enquiry@firstchoicetransportation.co.uk with the subject "Unsubscribe". Alternatively, you can unsubscribe by replying to any of our communications with the word "Unsubscribe" in the subject field.

We have made this Privacy Policy available to you to let you know precisely what kind of personal information we collect, how it is handled, with whom it may be shared, and how you may access and remain in control of your data you have provided to us. By making a booking with us, you will also have consented to the policies and practices described in this Privacy.

Google Analytics

When someone visits www.firstchoicetransportation.co.uk we employ a third party service (Google Analytics) to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is processed in a way which does not identify anyone.

Cookies

This site uses cookies – these are small text files that are placed on your machine to help the site provide a better user experience. In general, cookies are used to retain user preferences, store information for things like shopping carts and provide anonymised tracking data to third party applications like Google Analytics. As a rule, cookies will make your browsing experience better. However, you may prefer to disable cookies on this site and on others. The most effective way to do this is to disable cookies in your browser. We suggest consulting the Help section of your browser or taking a look at the About Cookies website which offers guidance for all modern browsers

Security – Safeguarding your personal data

We are committed to taking appropriate technical and organisational measures to protect your personal data from unauthorised or unlawful processing, accidental loss or destruction of, or damage to your personal data. This includes restricting access to, maintaining accuracy of and training in the securing of personal data. These safeguards are designed to protect against, but are not a guarantee against, the loss, misuse and unauthorised access, disclosure, alteration and destruction of personal information

Information collected to process your booking is securely transmitted over the internet to our web server, using encryption to safeguard personal information. The information that you provide is held securely in with appropriate technical and organisational measures.

Personal information we use

The information we may collect includes; name, email address, postal address, phone number, billing and credit card information. This information is collected when you take agree to use our services. We retain this information for as long as we need to in order to fulfil our obligations or to comply with the law.

We may need to contact you by email, phone or through a notification in relation to a booking, enquiry, complaints or regarding our process. This communication is not for marketing purposes, and you will continue to receive them even if you opt-out of marketing communications.

If you make an enquiry we may need your email address, phone number and additional information in order to respond correctly. We do not share this information with anyone who does not have a lawful or legitimate purpose for seeing it.

Disclosure of your information

Your personal data may be shared with other affiliated companies that are subject to privacy policies with this policy.

We may disclose your personal data when this is required by law to which FIRST CHOICE TRANSPORTATION LTD may be subject as well as to enforce or apply our Terms of Use and other agreements, or to protect our rights, property, safety or other interests those of our parent company, affiliates and shareholders, or others. In addition, your information may be disclosed to our fraud screening partners to help prevent and detect fraudulent transactions.

We may also share some of your personal data with or obtain your personal data from third parties:

- Suppliers providing services to us to help run our business.
- Credit and debit card payment services.

CCTV Footage

We may record CCTV images of people entering, approaching, entering or passing our building to:

- help staff and visitors feel safer
- act as a deterrent to offenders
- allow the collection of evidence to help find and convict offenders
- prevent, detect, investigate and prosecute fraud

There will be clear signs outside the relevant buildings to advise you that CCTV is in operation.

Your information will not be transferred outside the UK

Sharing your CCTV recording

Your information may be shared with other organisations if they have a legal right to it.

Keeping your personal information

We will delete recordings no more than 90 days after the CCTV footage was taken. This ensures that any subsequent investigations can be completed.

Your rights

The information you provided will be managed as required by Data Protection law.

You have the right to:

- view a copy of the CCTV recording
- request that the CCTV recording be deleted if you believe that FIRST CHOICE TRANSPORTATION LTD are processing it for longer than is necessary

Access to your personal data

As an individual you have the following rights to your information:

- The right to be informed– Detailed within this privacy policy.
- The right of access– You can make a subject access request by contacting us.
- The right to rectification– Any errors can be corrected by contacting us.
- The right to erasure– You can request your personal data to be erased by contacting us.
- The right to object– You can object to direct marketing or the processing of your data by contacting us at any time.

To exercise any of these rights or to discuss in further detail please email us at enquiry@firstchoicetransportation.co.uk or speak to us on 0208 202 2008. You may be asked to provide proof of identity to comply.

Amendments to our Privacy Policy

We reserve the right to change our Privacy Policy as our business changes. If our policy changes in the future, we will post an updated privacy policy on our website. You can tell if this policy has changed by checking the revision date that appears at the end of this policy. If you would like a permanent record of this privacy policy please print a copy.

Remember – this is your data. We are responsible for looking after it ethically and securely and must only use it for the purpose for which it was provided to us. Help us to help you and contact us if you feel we have done anything wrong so that we may correct it.

Contact

Any queries or comments regarding the information set out in this policy please contact us at enquiry@firstchoicetransportation.co.uk or call us at: 0208 202 2008

This Privacy Policy was last reviewed July 2025