



Privacy Notice

(We are registered in England under Company Number 08047971)

PARK WATCH – Parking Solutions (www.parkwatch.co.uk)

Defence Systems, trading as Park Watch, ('we' or 'us') are a 'data controller' for the purpose of the General Data Protection Regulation (EU) 2016/679 (Data Protection Laws), we are responsible for and control the processing of your personal information.

This Privacy Notice has been updated in light of Data Protection Act 2018 and the General Data Protection Regulation and applies to all relevant personal data as defined in the act and regulations.

We take your privacy very seriously and we ask that you read this policy carefully as your use of our site means that you understand and accept all the points made in this Privacy Notice particularly as it contains important information on your rights, personal information that we collect about you and who your information may be shared with.

We believe in transparency that is why we have developed this Privacy Notice which:

- Sets out the types of personal data that we collect
- Explains how and why we collect and use your personal data
- Explains when and why we will share personal data with Park Watch and with other organisations
- Explains the rights and choices you have when it comes to your personal data

What Personal Data Will Park Watch Collect About Me?

When You Visit A Car Park Managed By Park Watch

When you visit a car park managed by Park Watch we may collect the following information:

- Footage of your vehicle captured by CCTV or Body Worn Cameras
- Details of your vehicle registration mark captured via Automatic Number Plate Recognition (ANPR) cameras

When You Appeal A Parking Charge Notice (PCN)

When you make an appeal via the "to appeal parking charge" section of our website, we may collect the following information:

- The parking charge reference
- The vehicle registration number
- Your capacity i.e. driver, registered keeper, hirer/lease or other
- Your personal contact details such as name, postal address, email address and telephone number
- The details of the appeal and any uploaded evidence.



Subject to the nature of your appeal, the information you may give to us may be classed as sensitive personal data, for example medical information, we will only use this information as part of your appeal and we will not use it for any other purpose. Should there be a requirement to disclose such sensitive information to third parties in order to verify your appeal we will request your consent to do so.

When You Pay A PCN

When you pay a PCN, we will collect the following information:

- Your contact details such as your name and postal address.
- Your PCN reference.

Additionally, our Payment Processor will also collect the following information:

- Your PCN reference.
- Card number, expiry date and Security Code.

Our Payment Processor will confirm the status of the PCN to us (for example, 'Paid') but will not share your payment card data with us.

When You Use Park Watch's Website

When you use our website, we drop cookies on your internet browser. These cookies fall into different categories and you can find more information about cookies on our Cookie Notice.

Depending on what cookies you accept, we may collect the following information:

- The Internet Protocol (IP) address used to connect your computer to the Internet
- Your login information
- Your browser type and version
- Your time zone setting
- Your browser plug-in types and versions
- Your operating system and platform
- Information about your visit, including the full Uniform Resource Locators (URL) click-stream to, through and from our site (including date and time)
- The products you viewed or searched for
- Page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-over's)
- Methods used to browse away from the page and any phone number used to call our customer service number.

When you make an enquiry via the Commercial Enquiries or Media / PR Enquiries sections of our website we may collect and process personal data such as:

- Your contact details such as name, company name, email address, telephone number.
- Details of your enquiry.



How Will Park Watch Use My Personal Data?

When You Visit A Car Park Managed By Park Watch

We collect and process certain data in order to ensure that a motorist complies with the terms and conditions that apply to private land and to enforce these terms where necessary. We also use data for car park management purposes including public safety. This will include, for example reporting on vehicle turnover and repeat visits in order to improve customer service.

When You Appeal A Parking Charge Notice (PCN)

We will use your personal data for the purpose of progressing your parking charge to cancellation or payment.

When You Pay A PCN

We and our Payment Processor will use your personal data for the purpose of taking payment of your PCN and registering the status of your PCN (for example 'Paid').

When You Use Park Watch's Website

The information which we collect and store during normal use of the site is used to monitor and analyse how parts of the site are used. Such use does not result in any personally identifiable data being collected or stored.

Where you submit a Commercial enquiry, we will use your information to make contact with you to discuss any opportunity, to provide you with brochures or bespoke sales information and to add you to our customer contact data base. If you do not wish to be added to our customer contact data base please email info@parkwatch.co.uk.

Where you submit a Media / PR enquiry, we will use your information to respond to your message and may be shared with relevant personnel within our business to manage and respond to you accordingly.

Who Will Park Watch Share My Personal Data With?

When You Visit A Car Park Managed By Park Watch

We may share your personal data with:

- The British Parking Association for the purpose of audit of our car park management services.
- The Driver Vehicle Licence Agency (DVLA) for the purpose of audit of our car park management service and to obtain vehicle keeper details for the purpose of issuing a postal PCN.
- Print & Mail service providers for the purpose of responding to any communication from you about your visit to a car park managed by us.
- Email service providers for the purpose of responding to any communication from you about your visit to a car park managed by us.



- Credit reference agents for the purpose of ensuring we are writing to you at the most recent correspondence address (if we need to issue a PCN)

When You Appeal A Parking Charge Notice (PCN)

We may share your personal data with:

- The Parking On Private Land Appeals (POPLA) Service for the purpose of assessing your appeal.
- Print & Mail service providers for the purpose of responding to your appeal by post.
- Email service providers for the purpose of responding to your appeal by email.
- Credit reference agents for the purpose of ensuring we are writing to you at the most recent correspondence address.
- Collection Agents for the purpose of enforcing a parking contract.
- Solicitors for the purpose of enforcing a parking contract or responding to legal query or any other duty authorised sub-contractor.

When You Pay A PCN

We will share your personal data with:

- Our Payment Processor for the purpose of facilitating your payment.

When You Use Park Watch's Website

Where you submit a Media / PR enquiry, we will share your information with other personnel in the business so they can deal with your enquiry.

What Lawful Basis Do Park Watch Rely Upon To Process My Personal Data?

When You Visit A Car Park Managed By Park Watch

When you park in car parks managed by us, we rely on the following lawful processing bases:

- Legitimate interest basis regulated for the purpose of Keeper At Date Of Event (KADOE) - for one purpose only.
- Performance of a Contract.

When You Appeal A Parking Charge Notice (PCN)

By submitting your appeal you consent to the use of your personal data for this purpose.

When You Pay A PCN

By submitting your payment you consent to the use of your personal data for this purpose.



When You Use Park Watch's Website

By submitting your information and/or use of this website you consent to us collecting and processing the personal data that you provide to us.

How Long Do Park Watch Keep My Personal Data?

Reasonable steps are taken to keep your details up to date and accurate in some circumstances we may need to hold your records in particular after you have made an appeal as we are required to have an effective audit trail to comply with regulatory and legislative requirements.

We may keep your personal information for a period of time to enable us to deal with any complaints or investigations, to comply with our business retention requirements or to retain for the purpose of defending potential legal claims.

How Do Park Watch Keep My Personal Data Secure?

We look after your personal data by the implementation of technical and organisational measures to ensure a level of security that is appropriate for its nature and the harm that may result from a breach of security. These measures are in place to ensure the on-going of integrity and confidentiality of personal information.

Although we take every precaution to protect and secure your personal data unfortunately the transmission of information via the internet is not completely secure, we cannot guarantee the security of data transmitted to our website any transmission is at your own risk. Once we have received your information we will use strict procedures and security features to prevent unauthorised access.

We will delete your personal information when it is no longer required, if there is any information that we are unable, for technical reasons to delete entirely from our systems we will put in place appropriate measure to prevent any further processing of us of the data.

All online card payments are protected by Secure Socket Layer (SSL) with an encryption key length of 128 bits. Your payment card details are directly processed by our Payment Processor and are not collected or accessible by Park Watch.

Our Payment Processor's online payment management solutions are independently and rigorously security assessed, and is certified by Visa and MasterCard as a Payment Card Industry Data Security Standard (PCI DSS) Level 1 payment processor. Further information about this payment card security standard can be found at PCI Standards Security Council website https://www.pcisecuritystandards.org/security_standards/pci_dss.shtml.

Our Payment Processor facilitates transactions that are carried out when redirected from the Park Watch website. Our Payment Processor provides a checkout facility only, via its own independent site. Accordingly, the transaction is solely between you and Park Watch.



What Are My Data Protection Rights?

You have certain rights regarding your personal information, these include the following:

- Access your personal information
- Rectify the information we hold about you
- Erase your personal information
- Restrict our use of your personal information
- Object to our use of your personal information
- Right of data portability (receive your personal information in a usable electronic format)
- Lodge a complaint with the ICO data protection authority

If you wish to exercise any of the above rights please contact us at:

privacy@parkwatch.co.uk.

We have appointed a Data Protection Officer to deal with any concerns or complaints you may experience they can be contacted via our privacy email address: - privacy@parkwatch.co.uk or by telephone 01244 283343.

Should you have any concerns or complaints please give us the opportunity to work with you to obtain a fair resolution, if however you believe that we have not been able to deal with your complaint or concern you do have the right to contact the data protection authority Information Commissioner's Office – <https://ico.org.uk/>.

Changes To This Privacy Notice

This Privacy Notice was last updated on 15 April 2019; we may update it from time to time so we recommend you check our website periodically.