



## Privacy Policy

(We are registered in England under Company Number 08047971)

**PARK WATCH – Parking Solutions** ([www.parkwatch.co.uk](http://www.parkwatch.co.uk))

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 Policy has been produced in light of the Data Protection 2018 and the forthcoming General Data Protection Regulation that will supersede the Data Protection Act 2018 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 Policy 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 policy 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

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](mailto:privacy@parkwatch.co.uk) or by telephone 01244 283343.

This Privacy Policy tells you what to expect when we (the data controller) collect personal information from you whilst using the Park Watch Website, we will at all times take care to protect the privacy of users of the Park Watch Website.

By using the Park Watch Website and specifically by submitting information, either solely or that of the person on whose behalf, you consent or confirm the use of this information in line and set out in this Privacy Policy.

You consent to us collecting and processing the personal data including any sensitive personal data that you provide to us, you further consent that this personal data will be provided to:

- **Defence Systems trading as Park Watch**



Defence-Systems trading as Park Watch has authorisation from landowners to operate and manage their private car parks using variable services - Warden Patrol, CCTV and ANPR.

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. This will include, for example reporting on vehicle turnover and repeat visits in order to improve customer service. The data we collect comprises of images of vehicles using the car park and/or the vehicle registration mark. This information is collated via Automatic Number Plate Recognition (ANPR) cameras and/or Car Park Wardens on site.

If information is provided in relation to a Parking Charge, we may also share this information with those services as listed below and that they are all duly authorised processor of that data for the purpose intended:-

- The payment processor for processing any online payments
- 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.
- 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.

Information supplied to Park Watch is subject to confidentiality and will not be disclosed otherwise without your prior consent.

We will not ask you or ascertain any more information that we need on receipt of this information we will not keep it for any longer than we need to.

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 look after your personal data by having security that is appropriate for its nature and the harm that may result from a breach of security. 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.

With regard to each of your visits to our site we may automatically collect technical information, including the Internet Protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, 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); 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), and methods used to browse away from the page and any phone number used to call our customer service number.

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.

By submitting your information and/or use of this website you consent to the use of that information as set out in this Privacy Policy.

### **Appeals Section – Privacy Statement**

This privacy statement has been produced in accordance with the Data Protection 2018 and the General Data Protection Regulation. The statement applies to all personal data as defined in the acts submitted when you click on the “to appeal your parking charge policy” heading or the pay by card.

#### **Accepted Use of the Information:-**

When you make an appeal via the “to appeal your parking charge” heading you accept we will collect and process your personal data that you have supplied via our website for the following purposes, such information may include:

**For an Appeal:-** The parking charge reference, the vehicle registration number, your capacity i.e. driver, registered keeper, hirer/lease or other, your name, postal address, email address and telephone number, the details of the appeal and any uploaded evidence. These details will be used for the purpose of progressing your parking charge to cancellation or payment and may be shared appropriately to do so and for audit. Information supplied to us is subject to confidentiality and will not be disclosed without your prior consent other where is in necessary to share data with the BPA, DVLA, POPLA, print and mail services providers, email service providers, credit reference agents, collection agents, solicitors and any other duly authorised sub-contractors.

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.

By submitting your appeal you consent to the use of all information as set out in this privacy statement.



### **Payment Page – Privacy Statement**

This privacy statement has been produced in accordance with the Data Protection 2018 and the General Data Protection Regulation. The statement applies to all personal data as defined in the acts submitted when you click on the “to pay your PCN” heading.

***For making an Online Payment:*** any personal data you supply via Payment Processor will be collected and processed by the Payment Processor only for the following purposes, such information may include: your parking charge reference, card number, expiry date and Security Code. The parking charge reference will be used for the purpose of locating the relevant parking charge to enable the Payment Processor to populate the payment screen with the outstanding amount payable and the other details will be used by the Payment Processor to process the transaction. We will be supplied with the status of the parking charge, e.g. “paid”, and the parking charge reference to help us allocate the payment made.

We look after your personal data by having security that is appropriate for its nature and the harm that might result from a breach of security. Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk and you should take the appropriate steps in respect of this risk.

Park Watch will only process information you supply whilst making payment of your Parking Charge, including your name, postal address and card details via the Payment Processor and will not be permitted access to this information, save for the status of the parking charge, e.g. “paid”, and the parking charge reference . This information is subject to confidentiality and will only be used for this purpose by the Payment Processor.

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 the Payment Processor and are not collected or accessible by Park Watch. The 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](https://www.pcisecuritystandards.org/security_standards/pci_dss.shtml)

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

### **Media and PR Enquiries – Privacy Statement**

This privacy statement has been produced in accordance with the Data Protection 2018 and the General Data Protection Regulation. The statement applies to all personal data as defined in the acts submitted when you click on the “Media & News “heading.

Accepted use of the information captured when you make an enquiry via Media/PR/News, you accept that we will collect and process personal data, such information may include your name, company name, email address, telephone number and details of your message. These details will be used to respond to your message and may be shared with relevant personnel within our business to manage and respond to you accordingly.



### **Commercial Enquiries – Privacy Statement**

When you make an enquiry via our Commercial Enquiries heading you accept that Park Watch will collect and process personal data such information may include, your name, company name, email address, telephone number and the details of your message. These details will be used 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. This information may be shared with other personnel in the business to deal with your enquiry such information will only be held for as long as necessary according to the nature of the enquiry. If you do not wish to be added to our customer contact data base please email [info@parkwatch.co.uk](mailto:info@parkwatch.co.uk).

### **Job Vacancies – Privacy Statement**

This privacy statement has been produced in accordance with the Data Protection 2018 and the General Data Protection Regulation. The statement applies to all personal data submitted when you register for job vacancies.

#### **Accepted Use of the Information:-**

When you provide any personal data you accept in your own capacity as data subject, or you confirm that you gained valid acceptance from the data subject and that you are permitted to provide the personal data for the purpose of making an application for the advertised vacancy or where your enquiry is in the respect of any position that is available, for any vacancy. When you make an enquiry via Park Watch website or that of any job vacancy link associated with Park Watch you accept that we will collect and process personal data from the information you have given, such information may include:

**For Job Vacancies: - Your** name, telephone number, email, message and CV. If you are applying for a specific position or any position available, your CV and other personal information will be provided to the Park Watch web team and recruitment team for the vacancy in question who will review this information and contact you if relevant. We will only retain this information for the length of time needed in relation to the vacancy. If the information is no longer needed to assess your suitability for the vacancy they will be deleted as soon as this decision is made and the successful candidate has been taken on.

### **Police Enquiries – Privacy Statement**

This privacy statement has been produced in accordance with the Data Protection 2018 and the General Data Protection Regulation. The statement applies to all personal data.

Park Watch will only process and supply information to the Police Services for the purpose of their grounds to request personal data as stated in the British Transport Police information request form under the Data Protection 2018 and in line with the General Data Protection Regulation (GDPR).

### **Use of Cookies – Privacy Statement**

This privacy statement has been produced in accordance with the Data Protection 2018 and the General Data Protection Regulation. The statement applies to all personal data.

We use cookies on our website (Google Analytics/Twitter Button/Facebook Connect) to better the users experience while visiting the website. Where applicable the website uses cookie control system allowing the user on their first visit to allow or disallow the use of cookies on their computer/device. This complies with the recent legislation requirement for websites to obtain explicit consent from users before leaving behind or reading files such as cookies on user's computer or devices. Cookies save and store information about the user's



interactions and usage of the website; this allows the website through its service to provide the users with a tailored experience within the website.

### **Your Rights under the GDPR**

You may exercise the following data protection rights: the right to deletion, the right to amend or rectify your personal data, the right to object to the use of your personal data, the right to restrict processing of your data, the right to access and the right of portability of your personal data.

A copy of your request is “free of charge” however a reasonable charge can be made by Park Watch when a request is manifestly unfounded or excessive and particularly if the request is repetitive.

### **Changes to Park Watch Privacy Policy Or Privacy Statements**

Any changes to this Policy will be posted on our website so that you will be aware of the information that Park Watch collect and how it is used at all times, your continued use of the website will be your acknowledgement of your agreement to the changes and new Policy.