

Bemrose Mobile Ltd Privacy Policy

This privacy policy sets out how Bemrose Mobile Ltd uses and protects any information that you give Bemrose Mobile Ltd when you use this website.

Bemrose Mobile Ltd is 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.

Bemrose Mobile Ltd may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This This policy is effective from 6 October 2020.

What we collect:

We may collect the following information:

- Name and address
- Contact information including email address
- Demographic information, such as postcode, preferences and interests, payment card details for the purpose of paying for parking and registering to use any of our mobile and online/web based applications
- Other information relevant to customer surveys and/or offers

Where you voluntarily provide the above data, it is with your express consent.

What we do with the information we gather:

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping.
- We may use the information to improve our products and services.
- We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail. We may use the information to customise the website according to your interests.
- By using our service, you consent to allow us to use your information to inform you of promotions and other carefully selected information.
- We collect your information in order to comply with our contractual obligations and to pursue our legitimate interests.

Security and Data Sharing:

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 we collect online. In addition to this, we have set up a secure payment system with our payment aggregator partner(s) and those entities with whom we have requisite data sharing agreements with (which from time to time will include but not be limited to, Sage Pay/Opayo Europe Limited, Creative Car Park Limited) to allow you to register your payment card details on a 'one off' basis and allow payments across multiple merchant customers (that is, the Car Park Operators where you choose to park and any affiliate organisations, including those listed above).

By using the service, including the mobile app and the phone service, the Customer (you) gives explicit consent to Bemrose Mobile Limited (and any of its affiliated companies and entities, and to Creative Car Park Limited) to capture, store, process and share your data. In providing your payment card details to us, you agree that Bemrose can share these details with its Payment Aggregator Partner(s), which in turn provides anonymised payment tokens ('Token Data') to enable you to make payments to multiple Merchant Customers (usually the Parking Operator or its appointed agent) without the need to rekey payment card data for each payment. Specifically, you give your explicit consent to Bemrose to share the Token Data for the purpose of enabling the processing of multiple payment transactions across different Merchant Customers, including any affiliate organisations in addition to our Merchant Customers.

How we use cookies:

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

Links to other websites:

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Controlling your personal information:

You have the right to make the following requests about personal data we may hold:

To inform you how and why it is processed; to give you access to it; rectify any incorrect information; to delete it; to restrict our use of it; to ask us to transfer a copy to a third party and object to our use of it.

Data protection law requires us to verify your identity before providing information, respond to your request and tell you why, if we do not agree with it.

If we hold any information about you which is incorrect or if there are any changes to your details please let us know so that we can keep our records accurate and up to date. If you would like to update your records or see a copy of the information that we hold about you, you can contact us at Data Protection Officer, Bemrose Mobile Ltd, Fountain Court, 2 Victoria Square, Victoria Street, St Albans, AL1 3PF or by email at dataprotectionofficer@bemrosemobile.com. If you request a copy of your information you will not need to pay any fee.

Bemrose Mobile Ltd

Fountain Court

2 Victoria Square

Victoria Street

St Albans AL1 3TF

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.