

Easyrider Citycard data protection and privacy policy

We take the information we hold about you very seriously. To ensure that we meet the highest standards we have developed 5 key principles of data protection and personal privacy. These are our 5 key principles:

1. Make the collection of personal information transparent.

We will be clear and open about the data we collect about you and how we use this data

2. Be a responsible steward for the data we collect.

We will take care of the data we hold. We will never sell your data on to third parties

3. Ensure the data we hold is correct

We will take all the appropriate steps we can to ensure that the data we hold is correct. Where it is not we will correct it promptly.

4. Respect your privacy

By asking you your preferred method of communication and only contacting you according to your preferences

5. Hold your data securely

We take the security of our data very seriously and will ensure that we keep it safely and in a secure format

Who are we?

We are Nottingham City Council and Nottingham City Transport. We jointly operate the Easyrider Citycard scheme.

We are data controllers, as defined under the Data Protection Act 1998 (DPA). We are only allowed to process your personal data in accordance with the DPA and for the purposes notified to the Information Commissioner. You can find more information at the Information Commissioner's website at: <http://www.informationcommissioner.gov.uk/>

What personal information do we collect?

We collect the information that you give to us when you complete one of our forms, use the website or answer our questions over the 'phone. We may collect information when you use our services e.g. journey data or gym attendance. In addition, we may also obtain information about you from other lawful sources. We will amend or delete any personal data relating to you that are found to be incorrect or out of date. If you are aware of any changes that should be made to your personal data, please contact us as soon as possible.

Do we collect sensitive personal data?

On occasion, we may need to collect what is called sensitive personal data. For instance, if you apply for a Mobility Citycard we will ask you for information about your disability or your bank account number when you sign up for a direct debit.

What do we use the data for?

The data about you that we collect is used for the following purposes;

- to provide you with an Easyrider Citycard and associated services
- for the ongoing administration of these service
- to allow us to improve the products and services we offer to our customers
- for research and statistical analysis including travel patterns
- to enable us to conduct surveys
- for the prevention and detection of crime
- to enable us to comply with our legal and regulatory obligations

To ensure that we follow your instructions correctly and to improve our customer service, we may monitor and/or record any communication between you and us.

Data sharing between partners in the Easyrider Citycard Scheme

Where necessary for the administration of the scheme we share data between partners. For the purpose of data protection other Nottingham City Council departments are considered to be partners.

When we need to share data between partners we will only share the minimum amount of data required to administer that service. Sharing of data in this way is regulated by a data sharing agreement that sets out what data will be shared, the conditions in which it will be shared and the measures taken to keep the data secure.

Data will only be shared with partners where the customer has requested the service provided by the partner.

Do we use your information for marketing purposes?

We may contact you to let you know about our other related products or services that are part of the Citycard scheme. You may choose to opt out of receiving this type of information when completing your application form or at any time after that by contacting us and letting us know.

We will not pass or sell your information to third parties, other than for the purposes specified in this document.

When do we disclose your information to third parties, and why?

We will only disclose your information to other parties in the following limited circumstances

- where we are legally obliged to do so, e.g. to law enforcement and regulatory authorities
- where there is a duty to disclose in the public interest
- where disclosure is necessary to protect our interest e.g. to prevent or detect crime
- where you give us permission to do so e.g. on an application form

How long do we keep your personal data?

We will retain your information for as long as necessary to fulfil the purpose(s) above, and in accordance with the law.

Do we use data processors?

We use reputable agents (data processors) to undertake projects on our behalf, e.g. computer services, market research surveys and mailings. We will provide information to those agents specifically for use in connection with those projects. The information that we provide to them will be protected by a confidentiality agreement and is to be used solely for completing the project. These agents are required to process the information in accordance with the DPA and our specific instructions.

How can I see what data you hold on me?

Individuals may request access to personal information held by us if they are the subject of that information. Requests must be made in writing and must be signed by the person the information is about. Please also ensure you provide something that confirms your current address, e.g. such as a recent bill or bank statement, and your identity, e.g. a passport or birth certificate. Also, we need any other details you think may help us locate the information you want.

The Data Protection Act 1998 allows us to charge a £10 fee to cover the cost of searching for data.