

# Lothian Customer Privacy Notice

## Your Personal Data:

### What we need

Lothian Buses Ltd and subsidiary companies will be what's known as the 'Controller' of the personal data you provide to us. We only collect basic personal data about you. This includes name, address, email and a photograph, if required. Failure to provide some of this data might limit your ability to purchase and use products and services supplied by us. All our Travel Shops, buses and depots are fitted with CCTV for the safety of our staff and customers.

### Why we need it

We need to know your basic personal data in order to provide you with the services for which you pay. We will not collect any personal data from you we do not need in order to provide and oversee this service to you.

### What we do with it

We'll use the information you supply to provide you with customer service help, should you require it. When you use our service, your journeys are also recorded on our systems against your Ridacard. All the personal data we process is processed by our staff and servers based in the UK. We won't allow third parties access to your personal data unless the law allows this.

We have a Data Protection regime in place to oversee the effective and secure processing of your personal data.

### How long we keep it

We keep your information for up to 5 years after the last use of your card or less if the data is no longer required for its original purpose, after which your information will be securely deleted. Should you opt in to our marketing, your information will be kept with us until you notify us that you no longer wish to receive this information. More information on our retention schedule can be found by contacting our Data Protection Officer on the address below.

### What are your rights?

If at any point you believe the information we process on you is incorrect, you can request to see this information and have it corrected or deleted. If you wish to raise a complaint on how we have handled your personal data, you can contact our Data Protection Officer who will investigate the matter. If you are not satisfied with our response or believe we are processing your personal data not in accordance with the law you can complain to the Information Commissioner's Office (ICO).

Our Data Protection Officer can be contacted at [DPO@lothianbuses.co.uk](mailto:DPO@lothianbuses.co.uk).