

Privacy Notice

This document describes how and why we collect, store, protect, process and share the data you give to us. We collect personal data to help us to work with you and to understand and plan the services you need.

Date of Issue: 23 March 2018

Update History:

Version 1	First issue of a new Privacy Notice
Version 1.1 13 April 2022	Minor amendment to contact details of the Data Protection Officer

Directorate: Environment
Service: Transport and Countryside
Team: Transport Services

About the Organisation

West Berkshire Council is the Data Controller. This means it is ultimately responsible for the data it holds about you.

Contact Address:

West Berkshire Council
Market Street
Newbury
Berkshire
RG14 5LD

ICO Registration Number: **Z6825178**
<https://ico.org.uk/ESDWebPages/Entry/Z6825178>

The Data Protection Officer

Contact details for the Data Protection Officer at the Council can be found at:
www.westberks.gov.uk/dpofficer

What data will we collect about you?

To assist us in running the SmartCard travel programme, we collect data about pupils and their parents.

We collect:

- The name of the pupil applying for the card
- Their address
- The name of the school they go to
- A photo of them

We also collect:

- The name of their parent or guardian
- Their address • Their contact details

What will we use your data for?

West Berkshire Council uses the data that it collects about pupils to identify them when they use the service to make sure they are entitled to do so. As the SmartCard is for travel on local bus services it might be inspected, for instance, when a pupil boards the bus with the card.

West Berkshire Council uses the data we collect about parents and guardians to confirm the details that we currently hold are correct, if necessary.

Local bus companies use your data to monitor and report on how much the SmartCard service is used and on which routes.

Who will see your data?

West Berkshire Council's Community Transport Officer and the rest of the West Berkshire Council Transport team in the Highways Service.

Your data will also be seen by local bus operators, including:

- Reading Transport Limited (Reading Buses) who issue the cards
- Corvia Ltd (Ticker – Smart Integrated Ticketing) and
- Stagecoach Bus UK

Your right to refuse

You don't have to consent to us collecting and using your data, it's your choice.

If you decide not to consent, we won't be able to provide you with a smartcard, so you won't be able to use this service.

How long will your data will be kept?

Your data will not be kept any longer than necessary. You can check how long the organisation will keep each type of data against West Berkshire Council's retention schedule (www.westberks.gov.uk/retention).

How is your data stored and processed?

Your data will be held on the Council's database, Reading Transport Limited (Reading Buses), Corvia Ltd (Ticker – Smart Integrated Ticketing) and Stagecoach Bus UK and will be protected using up-to-date technical and organisational security measures.

Transfer overseas

Your data will not be stored or sent outside of the UK.

Your rights

You have a number of rights when it comes to the data we hold about you. These are detailed on our request form (www.westberks.gov.uk/dprequest) that also allows you to make a request for us to take action about something.

Complaints

If you've already told us we need to do something, but we haven't responded in a way you're satisfied with, you can complain to the Information Commissioner's Office (the ICO). It's easiest to do this online via the ICO website (<https://ico.org.uk/concerns/handling/>), but you can also do so in writing to:

The Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

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