

PRIVACY POLICY

We are committed to protecting and respecting your privacy.

This policy explains when and why we collect personal information, how we use it, the conditions under which we may disclose it to others, and how we keep it secure.

We may change this policy from time to time, so please check this page occasionally to make sure you are happy with any changes. By using our website or services, you are agreeing to be bound by this policy.

If you have any questions regarding the policy and our privacy practices, please e-mail talk2us@best-impressions.co.uk, or write to us at 15 Starfield Road, London W12 9SN, or telephone +44 20 8740 6443.

Who are we?

Classic Bus and Best Impressions are trading names for The Very Best Impressions Company Ltd, which has provided specialist design and marketing services to the public transport industry for more than 30 years. The company is registered in England and Wales (no. 05159908) and its registered address is 15 Starfield Road, London W12 9SN.

How do we collect information from you?

We obtain information from you when you use our website to place an order, when you complete a postal subscription renewal form, or when you call us to order over the telephone. We may also collect personal information if you submit a contribution for publication in *Classic Bus*, or apply for or accept a position of employment.

What type of information is collected from you?

The personal information we collect might include your name, address, telephone number, e-mail address, IP address and information regarding pages accessed on our website. If you make a purchase from us, your card or bank details are not held by us; for online transactions, these are handled by third party payment processors, who specialise in the secure capture and processing of card/direct debit transactions. If we receive card or bank details from you in the post or over the telephone, these will be entered onto our online payment portal, which is managed by the same third party payment processor, and then immediately securely destroyed, once the transaction has been completed.

How is your information used?

We may use your information:

- to process orders that you have submitted;
- to carry out our obligations arising from any contracts entered into by you and us;
- to deal with entries into a competition;
- to seek your views or comments on the services we provide;
- to notify you of any changes to our services; or
- to process a job application.

Our retention periods for personal information are reviewed on a regular basis. We are legally required to hold some types of information in order to fulfil our statutory obligations; we shall hold your personal information on our systems for as long as is necessary for the relevant activity, or as long as is set out in any relevant contract between you and us.

Who has access to your information?

We shall never sell or rent your information to third parties, nor use or share your information with any third parties for marketing purposes.

We may pass your information to our third party service providers, agents, subcontractors, or other organisations for the purposes of completing tasks, providing services or fulfilling contracts on our behalf (e.g. sending out magazines to subscribers). We shall, however, only provide such third parties with the information that is necessary for delivering the service, and we shall have a contract in place that requires them to keep your information secure and not use it for their own marketing purposes. The only other instance where we may share your information is if we are required to do so by law, in the case of, for example, a court order, or to prevent fraud or other crimes.

When you use our website to place an order, your card or bank details are processed by third party payment processors who specialise in the secure online capture and processing of card/direct debit transactions. We use the same online service for the processing of card details taken over the telephone, or received in the post and destroy any such details securely, if necessary. If you need further information about the secure processing of financial transactions, please get in touch.

We may transfer your personal information to a third party if some or all of our business or assets are sold, or if the business is restructured or reorganised, or if we are under a duty to disclose or share your data in order to comply with legal obligations, or to enforce or apply our terms of use, or to protect the rights, property or safety of our customers. We shall, however, always take steps to ensure that your privacy rights continue to be protected.

Accessing and updating your information

The accuracy of the information we hold about you is very important to us. If any of your details are inaccurate or out of date, please e-mail us at talk2us@best-impressions.co.uk or admin@classicbusmag.co.uk, or write to us at 15 Starfield Road, London W12 9SN. Alternatively, you can telephone **+44 20 8740 6443**.

You have the right to ask for a copy of any of the information we hold about you at any time. If necessary, there may be a small charge to cover our costs in providing you with the details.

Protecting the loss, misuse or alteration of your information

When you provide us with your personal information, we take steps to ensure that it is handled securely. On our website, you will only be asked to enter sensitive information, such as card details, on the secure pages of our third party payment processors – these pages can usually be identified by a lock icon in the address bar, or elsewhere on your internet browser screen.

Less sensitive details, such as your address, will be transmitted normally over the internet, which can never be guaranteed to be 100% secure. As a result, we cannot fully guarantee the security of any information you transmit to us, and you do so at your own risk. Once we receive your information, we shall take every effort to ensure its security on our systems.

Use of cookies

Like many others, our websites use cookies. These are small pieces of information sent by an organisation to your computer and stored on your hard drive to allow the website to recognise you when you visit. They collect statistical data about your browsing patterns and actions and do not identify you as an individual. Their presence helps us to improve our sites and deliver a more personalised service.

You can switch off cookies in your browser preferences. For further information, including on how to switch off cookies on your computer, please see our detailed cookies policies online. Please note that turning off cookies may result in a loss of functionality when using our websites.

Links to/from other websites

Links to websites run by other organisations may appear on our websites. This privacy policy is only applicable to our own sites, so we encourage you to take note of the privacy statements on other websites you visit. We cannot be responsible for the privacy policies and practices of other sites, even if you access them via links from our websites. Likewise, we cannot be responsible for the privacy policies and practices of the owners or operators of third party websites from which you linked to ours – we recommend that you check the policy of such sites.

Children 16 or Under

It is important to protect the privacy of children aged 16 or under. If you are aged 16 or under, please get permission from your parent/guardian before you provide us with personal information.

Transferring your information outside of Europe

As part of the services we offer, information which you provide to us may be transferred to countries outside the European Union (“the EU”) – for example, if any of our computer servers are at times located in countries outside of the EU. These countries may not have similar data protection laws to the UK. When you submit your personal data, you are agreeing to this transfer, storing or processing. If we do transfer your information outside of the EU, we shall take steps to make sure appropriate measures are taken to ensure that your privacy rights continue to be protected, as outlined in this Policy. If you use our online services while you are outside the EU, your information may be transferred outside the EU in order to provide these services.

Reviewing this policy

We review this policy regularly. It was last updated in May 2018.