

www.bromptonbikehire.com (the “website”) is owned and operated by Brompton Bike Hire Limited (“we,” “us” or “BBH”). We are registered in England and Wales under company number 0729744 and with our registered office and trading address at Brompton Bike Hire Ltd, Unit 1, Ockham Drive, Greenford, London, UB6 0FD.

Brompton are committed to protecting and respecting your privacy and complying with applicable laws for the protection of personal data. This policy sets out (1) the type of information we collect from you when you visit the Website; and (2) the way we treat any information we collect from you, or that you provide to us through the Website.

How we use your personal information

This privacy notice is to let you know how BBH look after your personal information. This includes what you tell us about yourself, what we learn by having you as a member. This notice explains how we do this and tells you about your privacy rights and how the law protects you.

Our Privacy Promise

We promise:

- To keep your data safe and private.
- Not to sell your data.
- To give you ways to manage and review your marketing choices at any time.

How the law protects you?

As well as our Privacy Promise, your privacy is protected by law. This section explains how that works.

Data Protection law says that we are allowed to use personal information only if we have a proper reason to do so. This includes sharing it outside Brompton Bike Hire Ltd. The law says we must have one or more of these reasons:

- To fulfil a contract we have with you, or
- When it is our legal duty, or
- When it is in our legitimate interest, or
- When you consent to it

A legitimate interest is when we have a business or commercial reason to use your information. But even then, it must not unfairly go against what is right and best for you. If we rely on our legitimate interest, we will tell you what that is.

Here is a list of all the ways that we may use your personal information, and which of the reasons we rely on to do so. This is also where we tell you what our legitimate interests are.

Groups of Personal Information:

We use many kinds of personal information, and group them together like this.

Type of Personal Information	Description
Financial	Your payment history
Contact	Where you live and how to contact you.
Socio Demographic profession.	This includes details about your work or profession.
Transactional accounts to us towards hire charges.	Details about payments to and from your accounts to us towards hire charges.
Contractual provide you.	Details about the products or services we provide you.
Locational come from your mobile phone	Data we get about where you are, such as may come from your mobile phone
Behavioural services	Details about how you use our products and services
Technical	Details on the devices and technology you use
Usage Data services	Other data about how you use our products and services
Consents you give us.	Any permissions, consents or preferences that you give us.

Where we collect personal information from?

IP addresses

We may collect information about your computer, including where available your IP address, operating system and browser type, for system administration and to report aggregate information to our advertisers. This is statistical data about our users' browsing actions and patterns, and does not identify any individual.

Data you give to us:

- When you join our bike hire scheme
- When you talk to us on the phone
- When you use our websites, mobile device apps
- In emails and letters
- In customer surveys
- If you take part in our competitions or promotions
- Payment and transaction data

Who we share your personal information with:

We may share your personal information with companies within the Brompton Bike Hire:

- Agents and advisers who we use to help run helpline
- Companies we have a joint venture or agreement to co-operate with
- Organisations that introduce you to us
- Companies that we introduce you to
- Third party mobility services providers and partners

We may need to share your personal information with other organisations to provide you with the product or service you have chosen:

We may also share your personal information if the make-up of Brompton Bike Hire Ltd changes in the future:

- We may choose to sell, transfer, or merge parts of our business, or our assets. Or we may seek to acquire other businesses or merge with them.
- During any such process, we may share your data with other parties. We'll only do this if they agree to keep your data safe and private.

We may need to collect personal information by law, or under the terms of a contract we have with you.

If you choose not to give us this personal information, it may delay or prevent us from meeting our obligations. It could mean that we cancel your contract you have with us.

Any data collection that is optional would be made clear at the point of collection.

If you choose not to give personal information

We may need to collect personal information by law, or under the terms of a contract we have with you.

If you choose not to give us this personal information, it may delay or prevent us from meeting our obligations. It could mean that we cancel your contract you have with us.

Any data collection that is optional would be made clear at the point of collection.

Marketing

We may use your personal information to tell you about relevant products and offers. This is what we mean when we talk about 'marketing'.

The personal information we have for you is made up of what you tell us, and data we collect when you use our services,

You can ask us to stop sending you marketing messages by contacting us at any time

Cookies

For the same reason, we may obtain information about your general internet usage by using a cookie file which is stored on your browser or the hard drive of your computer. Cookies contain information that is transferred to your computer's hard drive. They help us to improve our site and to deliver a better and more personalised service. Some of the cookies we use are essential for the site to operate.

If you register with us or if you continue to use our site, you agree to our use of cookies.

Performance Cookies

These cookies collect general information about how visitors use our web site to help us improve our web site for everyone. For instance, we track which pages visitors go to most often and if they get error messages or broken links. These cookies do not collect personal information that identifies a visitor. All the information these cookies collect is aggregated and therefore anonymous.

Name	Description	Purpose
_ga	Google Analytics	Google Analytics is a third-party traffic analysis service that helps us understand how visitors use our web site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. You can opt-out of all Google Analytics cookies by installing a browser add-on provided by Google: https://tools.google.com/dlpage/gaoptout

How long we keep your information:

We will keep your personal information for as long as you are a member of Brompton Bike Hire.

After you stop being a member, we may keep your data for up to 5 years for one of these reasons:

- To respond to any questions or complaints.
- To show that we treated you fairly.
- To maintain records according to rules that apply to us.

We may keep your data for longer than 5 years if we cannot delete it for legal, regulatory or technical reasons. We may also keep it for research or statistical purposes. If we do, we will make sure that your privacy is protected and only use it for those purposes.

Access to information

The Act gives you the right to access information held about you. Your right of access can be exercised in accordance with the Act. Any access request may be subject to a fee of £10 to

meet our costs in providing you with details of the information we hold about you by writing to us at this address:

Brompton Bike Hire Ltd, Unit 1 Ockham Drive, Greenford. UB6 0FD

Letting us know if your personal information is incorrect:

You have the right to question any information we have about you that you think is wrong or incomplete. Please contact us if you want to do this.

If you do, we will take reasonable steps to check its accuracy and correct it.

What if you want us to stop using your personal information?

You have the right to object to our use of your personal information, or to ask us to delete, remove, or stop using your personal information if there is no need for us to keep it. This is known as the ‘right to object’ and ‘right to erasure’, or the ‘right to be forgotten’.

There may be legal or other official reasons why we need to keep or use your data. But please tell us if you think that we should not be using it.

You can ask us to restrict the use of your personal information if:

- It is not accurate.
- It has been used unlawfully but you don’t want us to delete it.
- It not relevant anymore, but you want us to keep it for use in legal claims.
- You have already asked us to stop using your data, but you are waiting for us to tell you if we are allowed to keep on using it.

If you want to object to how we use your data or ask us to delete it or restrict how we use it or, please contact us.

How to withdraw your consent?

You can withdraw your consent at any time. Please contact us if you want to do so.

If you withdraw your consent, we may not be able to provide certain products or services to you. If this is so, we will tell you.

How to complain?

Please let us know if you are unhappy with how we have used your personal information. You can contact us using <https://www.bromptonhire.com/contact-us>

You also have the right to complain to the Information Commissioner’s Office.

Changes to our privacy policy

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail.

Contact

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to bdsupport@bromptonbikehire.co.uk

Future formats for sharing data

The Data Privacy laws will change on 25 May 2018. From that date you will have the right to get your personal information from us in a format that can be easily re-used.