

PRIVACY POLICY

1. Who are we?

StarTraq Limited (Company number 4623760) trading as Notinmyparkingspace.com is a company registered in England and Wales whose registered office is at: Banbury Office Village, Noral Way, Banbury, OXON, OX16 2SB.

We are member of the British Parking Association (BPA), an Accredited Trade Association for parking. This means motorists who park on land monitored by us have the right to appeal and we have the right to pursue the payment of a Parking Charge Notice (PCN)

Our Data Protection Lead can be contacted by emailing: notinmyparkingspacesupport@startraq.com

We operate under the General Data Protection Regulations which will take effect in law on 25th May 2018.

2. Purpose of this privacy policy

Notinmyparkingspace is committed to protecting the privacy and security of your personal information.

This privacy policy describes how we collect and use personal information about you during and after your working relationship with us, in accordance with the General Data Protection Regulation (GDPR).

StarTraq Limited is a "data controller". This means that we are responsible for deciding how we hold and use personal information about you. We are required under data protection legislation to notify you of the information contained in this privacy policy.

It is important that you read this policy, together with any other privacy policy we may provide on specific occasions when we are collecting or processing personal information about you, so that you are aware of how and why we are using such information.

3. What do we do?

We provide parking enforcement services to privately-owned car parks (off-street) and by doing so, entry into one of our managed sites, may result in your personal data being obtained, retained and processed depending on whether a breach of contract has occurred.

Using a camera, or smartphone, the owner/manager of the car park may take pictures of vehicles, including the vehicle registration number. If any of the terms and conditions of parking are breached, we will use this data to pursue the vehicle keeper for any outstanding parking charges and may make an application to DVLA to obtain the registered keeper's details in order to send a 'Parking Charge Notice' by post.

4. Data protection principles

We will comply with data protection law. This says that the personal information we hold about you must be:

1. Used lawfully, fairly and in a transparent way
2. Collected only for valid purposes that we have clearly explained to you and not used in any way that is incompatible with those purposes
3. Relevant to the purposes we have told you about and limited only to those purposes

4. Accurate and kept up to date
5. Kept only as long as is necessary for the purposes we have told you about
6. Kept securely

5. Your rights with regard to the personal data we hold

In line with StarTraq's fundamental principle of giving back control of personal data to the individual, they will uphold the following rights of a data subject:

- ✓ **Right to be informed**
StarTraq has an obligation to provide fair and transparent information on how personal data is processed, typically through a privacy notice.
- ✓ **Right of access**
StarTraq allows data subjects to access their personal data.
- ✓ **Right to rectification**
StarTraq will amend personal data if the data subject reports that it is inaccurate or incomplete.
- ✓ **Right to erasure (or 'be forgotten')**
StarTraq will fulfil an individual's request for deletion or removal of personal data where there is no compelling reason for its continued processing.
- ✓ **Right to restrict processing**
StarTraq will 'block' or suppress processing of an individual's personal data upon request, where there is no compelling reason for its continued processing.
- ✓ **Right to data portability**
Upon request, StarTraq will consider any request to provide a secure method of moving, copying or transferring useable personal data to another IT environment.
- ✓ **Right to object**
Unless there is a compelling legitimate reason for continuing to process data, StarTraq will stop processing personal data where an individual has raised an objection.
- ✓ **Rights in relation to automated decision making and profiling**
StarTraq will only carry out this type of decision-making when the decision is either necessary for entering or performing a contract, when StarTraq has legal authorisation or when StarTraq has obtained the individual's explicit consent.

6. The information we hold about you

There are three categories of "Personal Data" that we may hold about you in relation to parking enforcement:

1) If parked within the terms and conditions of the car park for the full duration of your stay

As a compliant user of our privately managed car parking site the personal data we may occasionally obtain is your registration number in the background of an image. We may also receive images of the vehicle, occupants or bystanders. Any personal data included in the images that is not relating to the breach, i.e. people or unrelated vehicle registration numbers, will be blacked out.

2) Unpaid Parking Charge

Where there is a Parking Charge which is payable we may request personal details of the registered keeper of the vehicle from the DVLA and other third parties (e.g. hire companies where applicable) who may possess information which could assist in resolving any dispute.

The personal details we will obtain include:

- The name and address of the registered keeper;
- The make, model and colour of the vehicle;
- Confirmation of the registration number;
- Any other information that we gather. in pursuance of the unpaid Parking Charge, including information that is shared by you with us.

Your data will be held for sufficient time to enable the fee to be settled, by you or another person. and resolve any dispute. However, your data will not normally be held for longer than 2 years in such circumstances. In some circumstances your data may be held for longer than 2 years. Examples of when we may hold your data for longer are:

- When there is an ongoing dispute which requires us to hold the data for longer than normal.
- Where a court order has been made allowing us to pursue outstanding money after the expiration of 6 years.

3) Appeals

If you decide to appeal a parking charge notice and we decline your appeal, then we may provide your registration number and parking charge notice reference, along with the time and date of the parking event to the Private On Private Land Appeals (POPLA) service. This is to allow you to contest the charge with an independent adjudicator.

7. Right of access

You have the right to submit a Right of Access request and this can be done via an email request to our Data Protection Lead. We may need to obtain proof of your identity before providing the information we hold on you.

Requests can be in writing to the following address: Data Protection Lead, Not in my parking space, StarTraq Limited, Banbury Office Village, Noral Way, Banbury, OXON, OX16 2SB.

StarTraq Ltd are registered with the ICO as a controller and processor of personal information.

8. The lawful basis for processing your data

We must have a justifiable legal basis for processing each type of personal data that we handle.

The legal basis for processing your data for parking in a space without authorisation is 'legitimate interest'.

1. The processing of your data is necessary for a contract which has been entered into and there is a legitimate interest to do so.
2. We are entitled to pursue a motorist for an unpaid parking charge relating to a breach of contract.

9. Sharing your personal data

Your personal data may be shared for the payment of a parking tariff or charge with third parties (such as a payment facilitator), an external software provider, debt recovery companies, solicitors and high court officers/bailiffs where necessary to ensure compliance with your obligations under the contract.

10. Changes to our privacy policy

From time to time we may amend the way in which we process personal data. This may lead to changes in how we collect and/or use your personal information. We may amend the terms of this Privacy Policy at any time.

If you have any questions related to this privacy policy, then please contact our Data Protection Lead on notinmyparkingspacesupport@startraq.com