

Arc Cars Privacy Policy

Effective Date: 13 May 2025

Arc Cars ("we", "our", "us") is committed to protecting your privacy. This Privacy Policy outlines how we collect, use, store, and protect your personal data, in line with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

1. Who We Are

Arc Cars is a UK-based taxi service providing standard and pet-friendly transport. We are the data controller for the personal data we collect and use in relation to our services.

2. Data We Collect

We may collect and process the following data about you:

Personal Identification Information: Name, address, email address, phone number.

Booking Details: Pickup and drop-off locations, journey details, date, time, passenger and pet and any special requirements

Payment details: Credit/debit card details, billing information (processed securely via third-party providers; no card data is stored)

Pet Information: Type, number and size of pet(s) for transportation purposes.

Communication Records: Emails, phone calls, and messages with our customer service team.

Technical data: IP address, browser details, cookies (if using our website)

3. How We Use Your Data

We use your information to:

Process and manage your taxi bookings

Assign appropriate vehicles (e.g., pet-friendly or accessible)

Communicate with you about your journey or support requests

Comply with legal and licensing obligations (e.g., local council regulations)

Maintain internal records, improve our services, and ensure safety

Respond to complaints or enquiries

Send service-related communications (but not marketing unless you opt in)

We do not sell or rent your personal data to third parties.

3. Legal Basis for Processing

We process your personal data based on the following legal grounds:

Performance of a Contract: To fulfil our contractual obligations to you when managing bookings and payments to assign appropriate vehicles

Communicate with you about your journey

Legal Obligation: To comply with legal and regulatory requirements, including those set by the Leeds Taxi Operator License, West Yorkshire regulations.

Legitimate Interests: To improve our services and ensure the safety of our passengers and drivers.

Consent: Where you have provided consent for specific processing activities and or where required for cookies or marketing communications

Respond to enquiries or complaints

Improve our services and maintain internal records

We do not sell or share your data for marketing purposes.

5. Data Sharing and Disclosure

We only share your data, when necessary, with:

Payment Processors (e.g., Stripe, PayPal)

IT and Booking System Providers supporting our operations

Drivers – to fulfil bookings

Public authorities if legally required (e.g. police or licensing bodies)

Any third party we engage must adhere to strict confidentiality and data security standards.

Regulatory Bodies or Authorities – if legally required (e.g., for safety or compliance)

All third parties are subject to strict confidentiality and data protection standards.

6. Data Retention

We keep personal data only as long as necessary for the purposes outlined above, or as required by law.

Typical retention periods:

Booking & payment records: Up to 6 years (legal/financial compliance)

Customer correspondence: typically, 12–24 months

Cookies & technical / device data: Up to 12 months

Data is securely deleted or anonymised after these periods.

7. Your Rights

You have the following rights under UK data protection laws:

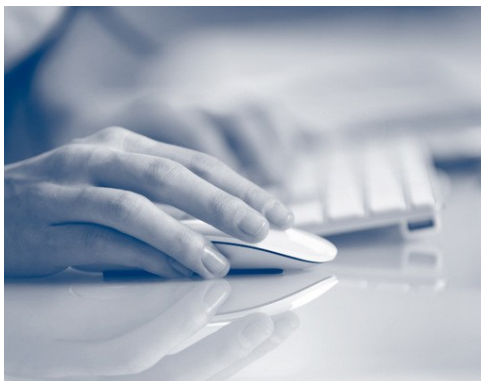
Access your data (Subject Access Request)

Request correction of inaccurate data

Request erasure (in certain circumstances)

Object to or restrict certain types of processing
Data portability (receive your data in a usable format)
Withdraw consent at any time (where consent is the legal basis)
To exercise your rights, contact: [Insert Email Address]

If you believe your data rights have been violated, you may contact the Information Commissioner's Office (ICO): www.ico.org.uk



[Information Commissioner's Office](http://www.ico.org.uk)

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www.ico.org.uk

8. Cookies

We use essential and optional cookies to, improve website performance, remember user preferences and collect anonymised usage analytics

You can manage cookie preferences through your browser or via our cookie banner (if available). For more, see our [Cookie Policy].

9. Data Security

We apply appropriate technical and organisational measures to protect your data, including:

- Encrypted communications (SSL)
- Access controls for staff and drivers
- Secure hosting and payment platforms
- Regular monitoring for suspicious activity

10. International Data Transfers

All data is stored and processed within the UK. If data is transferred outside the UK in future (e.g., via cloud providers), we will ensure legal safeguards are in place.

11. Changes to This Policy

We may update this policy to reflect changes in law or service updates. Any changes will be posted on our website with a new effective date. Continued use of our services indicates acceptance of the revised policy.

12. Contact Us

If you have questions, requests, or concerns about this Privacy Policy, please contact:

Arc Cars – info@arc-cars.co.uk