

Privacy Policy

The purpose of this Privacy Policy is to let you know what to expect when Highview Parking collects your personal information.

What do we do

Highview Parking Ltd is a highly esteemed car park management firm that specialises in providing a complete range of ANPR car park management services and products to landowners of all sizes.

What data do we collect

Highview Parking or their appointed agents and/or system providers, collect images of your vehicle and your vehicle registration mark (VRM) either by ANPR or parking attendant. When there is a requirement for us to issue a Parking Charge Notice (PCN) your name, address, VRM and vehicle movements within the parking area will be processed.

How do we collect your data

- Images collected via ANPR or parking attendant
- Via a client portal (for permit parking only)
- If you are the registered keeper of the vehicle your data will be provided to us via the DVLA

Who do we share with

- DVLA via an appointed supplier
- The police and other organisations involved in crime detection and prevention
- The land owner and/or their agents
- Organisations involved in traffic and vehicle analytics
- Our clients and suppliers
- Vehicle hire companies
- Debt collection agents both UK and European for enforcement
- British Parking Association (BPA)
- Parking on Private Land Appeals (POPLA)
- Internal departments

This data is processed for the purpose of

- Ensuring you comply with our parking terms, signage is displayed throughout each car park.
- Issuing a PCN where the parking terms have been breached.
- Progressing any issued PCN until payment is received
- Reviewing appeals (both internal and with POPLA)
- Recovery, including instructing a debt collection agency or another legal process
- The prevention and detection of crime
- Vehicle and traffic analytics

Highview Parking process your data as it is necessary for the performance of a contract or in the legitimate interest of the customer and client

Your rights

Under the new GDPR and data protection law, you have rights as an individual which you can exercise in relation to the information we hold about you.

You have the right to access any personal information that Highview Parking processes about you and to request information regarding: -

- What personal data we hold about you
- The purposes of the processing
- The categories of personal data concerned
- The recipients to whom the personal data has/will be disclosed
- How long we intend to store your personal data for

If you believe that we hold any incomplete or inaccurate data about you, you have the right to ask us to correct and/or complete the information and we will strive to do so as quickly as possible by writing to the address below in the 'How to contact us' section.

Access to personal information

You have the right to obtain a copy of the information that is held about you. This is known as making a subject access request. This right of subject access means that you can make a request under the Data Protection Act 2018 to any organisation processing your personal data asking that they;

- Give you a description of it
- Tell you why they are holding it
- Tell you who it could be disclosed to
- Let you have a copy of the information in an intelligible form

In order to request a copy of personal information that you believe Highview Parking may hold about you, write to dpo@highviewparking.co.uk or to the address provided in the 'How to contact us' section of this document. There is no fee involved in making a subject access request, although a reasonable fee may be charged for duplicate or excessive requests.

Visitors to our websites

Highview Parking uses and protects any information that you provide when you use the website <http://www.highviewparking.co.uk/>. Highview Parking is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this Privacy Policy.

Highview Parking also utilises several public-facing websites which provide the facility to pay for or appeal Parking Charge Notices (PCN). These are only accessible by entering both the PCN reference number and the VRM (Vehicle Registration Mark) on the login screen.

Highview Parking operates several public-facing websites which are only accessible to Clients via a username and password login.

Where appropriate, we distinguish between registered users and visitors to our website. If you are using any of these services, you must be a registered user. If you are simply visiting our website, you are a visitor.

Registered users – required information

Registered users access the secure portal to enter permit parking details of visitors, staff, contractors and guests. The personal data entered on the portal is provided by the client, not collected by Highview Parking. The client obtains the consent of the individual to enter the following personal data onto the portal;

- Full name
- Permit type including disability spaces
- VRM
- Make model and colour of the vehicle
- From and to dates that a parking permit covers
- Site location and department/tenant
- Free text box for extra information entered only by the client

On each occasion that you access the website and portal we also automatically collect:

- IP address
- Web browser type and version
- Operating system
- A list of URLs starting with a referring site and the site you exit to
- Details of all activity undertaken by you when using the website

Use of cookies by Highview Parking

A cookie is a small file, downloaded to your hard drive, that helps a website to anonymously identify you. Cookies can be used to personalise website experiences and can make the sites you visit quicker and easier to use. Cookies can only be accessed by the website that created them.

Highview Parking may create and access cookies on your computer. You can delete cookies from Highview Parking, but if you do you may lose information that enables you to access the website more quickly and easily.

How long will we keep your data

We will retain information in our customer records management databases for as long as is specified in our retention schedule published on our website.

Security and performance

Data security is of great importance to Highview Parking. To protect your data, we have put in place appropriate physical, electronic and managerial procedures to safeguard and secure data collected online.

Highview Parking uses a third party service, Microsoft Azure, to help maintain the security and performance of the Highview Parking website. To deliver this service, we process the IP addresses of users of our services.

Email

Any email sent to us, including any attachments, may be monitored and used by us for reasons of security and for monitoring compliance with office policy. Email monitoring or blocking software may also be used. Please be aware that you have a responsibility to ensure that any email you send to us is within the bounds of the law.

Third party web sites and services

Highview Parking may use services provided by third parties for assisting with, but not limited to, the distribution of newsletters, payment handling, search engine facilities, advertising and marketing. Third party suppliers will have access to certain personal data provided by users of this web site. Any personal data used by third party suppliers can only be used to perform the services requested by Highview Parking. Use of data for any other purpose is strictly prohibited. All data processed by third parties must be processed within the terms of this Privacy Policy and in accordance with the data protection law.

Links to other websites

This Privacy Policy does not cover any other websites which are linked to from this website We encourage you to read the privacy statements on the other websites you visit.

Changes to this Privacy Policy

We keep this Privacy Policy under regular review and it was last updated in May 2018. Any changes to this Policy will be posted on the Highview Parking public website. If there is a material change to the Policy, registered users will be notified and given an opportunity to reaffirm consent. Visitors are deemed to have accepted the terms of the Policy on their first use of the Highview Parking' public websites following any alterations.

Complaints or queries

Highview Parking tries to meet the highest standards when collecting and using personal information. For this reason, we take any complaints we receive about this very seriously. We encourage you to bring it to our attention if you believe that our collection or use of your information is unfair, misleading or inappropriate.

If you want to make a complaint about the way we have processed your personal information, please do so by sending an email to DPO@highviewparking.co.uk. If you are not satisfied with our response,

then you can contact the Information Commissioner's Office (ICO) at www.ico.org which is the statutory body overseeing data protection law in the UK

How to contact us

If you want to request further information about us or would like to request information we may hold about you, you can email us or write to:

Data Protection Officer
Ranger House,
Queens Road,
Barnet
EN5 4DJ
Email DPO@highviewparking.co.uk