**WHO WE ARE:**

Book The Bay is a trading style of NATIONAL PARKING ENFORCEMENT LTD (08031075) a company registered in England & Wales whose registered office is at The Studio, St Nicholas Close, Elstree, Hertfordshire, WD6 3EW.

The person responsible for matters regarding data protection is the Data Protection Officer, who may be contacted by email at dpo@parkingprotection.co.uk.

We operate in accordance with the General Data Protection Regulations, incorporated into UK law by the Data Protection Act 2018.

We are members of the International Parking Community (IPC) and are an accredited operator under the IPC’s Accredited Operator Scheme. The IPC is an Accredited Trade Association (ATA) and operates a Code of Practice. Compliance with the IPC Code of Practice is a requirement of being an IPC accredited operator.

**WHAT WE DO:**

Patrolled Sites:

The land managed by National Parking Enforcement Ltd is private land, where Terms and Conditions apply. Entering this private land may result in your personal data being obtained, retained, and processed depending on your usage of the individual site. Images of vehicles, including vehicle registration numbers, may be obtained if you breach the Terms and Conditions of parking; for the purpose of pursuing the driver or registered keeper of the vehicle for payment of unpaid Parking Charges. We may also obtain details of the registered keeper of the vehicle from the Driver and Vehicle Licensing Agency (DVLA), as tracing the registered keeper of a vehicle parked on private land is considered reasonable cause to do so.

ANPR and CCTV Sites:

The land managed by National Parking Enforcement Ltd is private land, where Terms and Conditions apply. CCTV and/or ANPR technology is in use on-site for the purposes of enforcing the Terms and Conditions of Parking, and the detection of crime and anti-social behaviour. Signage is located on-site to advise of the use of CCTV/ANPR technology. Entering this private land may result in your personal data being obtained, retained, and processed depending on your usage of the individual site. Images of persons and vehicles, including vehicle registration numbers, are being obtained. Such images may be retained and processed if you breach the Terms and Conditions of Parking; for the purpose of pursuing the driver or registered keeper of the vehicle for payment of unpaid Parking Charges. We may also obtain details of the registered keeper of the vehicle from the DVLA, as tracing the registered keeper of a vehicle parked on private land is considered reasonable cause to do so.

Permit Databases:

We provide online electronic permit application and management databases. Users can register with us by providing proof of residency at residential car parks or employment at business car parks.

Your personal data is being obtained, retained, and processed, depending on the category of user you are of our site.

**THE LEGAL POSITION:**

The Privacy Policy contains information regarding the following, to provide you with a clear understanding of how National Parking Enforcement Ltd may use your data:

* The lawful basis for processing your data.
* Categories of data processed.
* What we do with your personal data.

**YOUR RIGHTS UNDER THE DATA PROTECTION ACT 2018**:

1. The right to be informed.
2. The right of access.
3. The right to rectification.
4. The right to erasure.
5. The right to restrict processing.
6. The right to data portability.
7. The right to object.
8. Rights in relation to automated decision making and profiling.

You, as the data subject, have the right to request any of the above. We may, however, decline your request if permitted to do so by the Data Protection Act 2018. We will inform you of the outcome of any such request.

**SUBJECT ACCESS REQUESTS:**

You have the right to submit a Subject Access Request, in accordance with the Data Protection Act 2018. Subject Access Requests must be submitted to the Data Protection Officer. For data protection reasons, you will be required to provide proof of identity before we may release any information that we hold about you. The Data Protection Officer may be contacted by email at dpo@parkingprotection.co.uk, or by post addressed to our registered office.

If you require more information regarding your legal rights, you may obtain further advice from the Information Commissioner’s Office at www.ico.org.uk.

**OUR LEGITIMATE INTEREST FOR PROCESSING YOUR PERSONAL DATA:**

1. We may process your data for a specific purpose, where we have a legitimate interest to do so.
2. Your data may be obtained, retained, and processed for the purposes of:
	* + Pursuing the driver/registered keeper for an unpaid parking tariff.
		+ Pursuing the driver/registered keeper for an unpaid parking charge.
		+ The detection and deterrence of crime and anti-social behaviour.

**THE PERSONAL DATA WE PROCESS:**

**Windscreen Parking Charge Notice:**

If you have received a Parking Charge Notice on your windscreen, we have obtained your personal data. This may include images of your vehicle, occupants and/or bystanders, and the vehicle registration number.

Should the Parking Charge Notice be paid within 28 days, your personal details will be redacted, however; we are required to retain all images relating to Parking Charge Notices for a period of 2 years for DVLA auditing purposes.

Should the Parking Charge Notice remain unpaid after 28 days, we may request the vehicle’s registered keeper details from the DVLA; and/or driver or hirer details from other third parties that may possess information which could assist in resolving any dispute, such as vehicle hire companies.

The data we may obtain from such a request includes:

1. The name and address of the registered keeper.
2. The make, model, and colour of the vehicle.
3. Confirmation of the registration number.
4. Any other information that we gather in pursuance of the unpaid fee, including information that you share with us.

Your data will be held for sufficient time to enable the unpaid charge to be settled, and any dispute resolved by yourself or another party, for a period not normally exceeding 6 years. In some circumstances your data may be retained for a period in excess of 6 years. Such circumstances may include:

* Where there is an ongoing dispute, requiring us to hold the data for longer than normal.
* Where a court order has been granted, allowing us to pursue any outstanding monies after the expiration of 6 years.

**Postal Parking Charge Notice:**

If you have received a Parking Charge Notice by post, we have obtained your personal data. This may include images of your vehicle, occupants and/or bystanders both inside and outside of the vehicle, and the vehicle registration.

We have also obtained personal details of the vehicle’s registered keeper from the DVLA.

The data received from the DVLA may include:

1. The name and address of the registered keeper.
2. The make, model, and colour of the vehicle.
3. Confirmation of the registration number.
4. Any other information that we gather in pursuance of the unpaid fee, including information that you share with us.

Your data will be held for sufficient time to enable the unpaid charge to be settled, and any dispute resolved by yourself or another party, for a period not normally exceeding 6 years. In some circumstances your data may be retained for a period in excess of 6 years. Such circumstances may include:

* Where there is an ongoing dispute, requiring us to hold the data for longer than normal.
* Where a court order has been granted, allowing us to pursue any outstanding monies after the expiration of 6 years.

Should the Parking Charge Notice be paid and settled, your personal details will be redacted, however; we are required to retain all images relating to Parking Charge Notices for a period of 2 years for DVLA auditing purposes.

**No Charge Issued / Compliant Use:**
Should you be parked fully in accordance with the advertised Terms and Conditions of Parking, the personal data we may obtain is your vehicle registration number. We may also obtain images of the vehicle, occupants, and bystanders. Your rights under the Data Protection Act 2018 remain applicable. Where your data is obtained, it may be retained for a period not exceeding 3 months. Footage gathered by CCTV systems is automatically deleted and overwritten after a period not exceeding 28 days, although selected footage may be downloaded and retained for a longer period in the event of a request from the police or other relevant authority.

**Unpaid Tariffs:**

Where there remains an unpaid tariff, we may request personal details of the vehicle’s registered keeper from the DVLA; and/or driver or hirer details from other third parties that may possess information which could assist in resolving any dispute, such as vehicle hire companies.

The data we may obtain from such a request includes:

1. The name and address of the registered keeper.
2. The make, model, and colour of the vehicle.
3. Confirmation of the registration number.
4. Any other information that we gather in pursuance of the unpaid fee, including information that you share with us.

Your data will be held for sufficient time to enable the unpaid tariff to be settled, and any dispute resolved by yourself or another party, for a period not normally exceeding 6 years. In some circumstances your data may be retained for a period in excess of 6 years. Such circumstances may include:

* Where there is an ongoing dispute, requiring us to hold the data for longer than normal.
* Where a court order has been granted, allowing us to pursue any outstanding monies after the expiration of 6 years.

**APPEALS:**

Should you submit an appeal, which we later decline; your registration number and parking charge reference will be provided to the Independent Appeals Service (IAS) and/or the International Parking Community (IPC), along with the date and time that the Parking Charge Notice was issued. The purpose of this is to allow you to contest the charge through independent arbitration. Should you choose to proceed with submitting a further appeal to the IAS, any images obtained in relation to this Parking Charge Notice may be provided to the IAS as supporting evidence.

**SHARING YOUR PERSONAL DATA:**

We may share your personal data with third parties for the purposes of pursuing unpaid parking charges. Such third parties may include: payment method providers, external software providers, debt recovery service providers, solicitors, and High Court Enforcement Officers where this is necessary to ensure compliance with your obligations under the contractual agreement. Your data will not be transferred outside of the United Kingdom and the European Union. In the case of Book the Bay, your data may be shared with your Housing Group, Housing Association or Managing Agent.

**CHANGES TO OUR PRIVACY POLICY:**

Occasionally, 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. The terms of this Privacy Policy may be amended at any time.

**CONTACT US:**

If you have any queries relating to this Privacy Notice, please contact the Data Protection Officer by email at: dpo@parkingprotection.co.uk, or by post at our registered address.