



## **Dean Clough Ltd Parking Privacy Notice**

This privacy notice explains how Dean Clough Ltd uses your personal data i.e. information about you and your vehicle, in order to provide you with parking services under our contract with you. These terms should be read together with our parking and payment terms located at the car park you may visit.

These terms also explain how we comply with the General Data Protection Regulation and the Data Protection Act 2018.

### **Who is the data controller for your personal data?**

For the purposes of the General Data Protection Regulation, Dean Clough Ltd is the Data Controller. Dean Clough Ltd processes personal information relating to our parking management.

We ensure that the information you supply to us is processed fairly and lawfully, with care and skill and will only be used for the purposes set out in this privacy policy.

In case of any queries regarding the information we hold on you, please send an e-mail [todata@deanclough.com](mailto:todata@deanclough.com) or write to, for the attention of our Data Privacy Manager:

Dean Clough Ltd, Dean Clough, Halifax, HX3 5AX

### **What kind of information do we collect?**

#### **Automatic Number Plate Recognition (ANPR) car parks**

Where ANPR is in operation we take photographs of the vehicle and registration by Automatic Number Plate Recognition when you enter and exit private land owned and managed by Dean Clough Ltd.

#### **All car parks**

All of our car parks have car parking attendants present to deter criminal activity and they may take notes and images about your vehicle and your activity on the private land owned and managed by Dean Clough Ltd.

CCTV images are collected around the private land owned and managed by Dean Clough Ltd.



### How we will use information about you

The data gathered by cameras or parking attendants is needed to determine your compliance with the parking and payment terms of your contract with us.

Your personal data is being obtained, retained and processed, depending on the category of user you are of our site. We also use our cameras to detect and deter criminal activity.

### What is the purpose and legal bases for processing your personal data?

1. The purpose of processing your data is to enable effective parking management and ensure compliance with your contractual obligations having come onto and the vehicle having remained on the private land. There are also legitimate interests for us to do so in order to pursue anyone who may be liable to pay sums due, defend legal claims, protect the rights of a land owner and for business interests.
2. We are entitled to:
  1. Pursue a motorist for an unpaid parking tariff
  2. Pursue a motorist for an unpaid parking charge
  3. Ensure safety and security and help deter/detect criminal activity.

### Rights of access, correction, erasure, and restriction

Your rights under the General Data Protection Regulation and the Data Protection Act 2018 areas follows:

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.

Please note that you have the right to request the above, but under data protection law we must confirm who you are before providing information and provide you with an explanation if we do not agree with your request so. If you do make the request, we will tell you if the request has been granted or not.



## Your rights in connection with personal information

Under certain circumstances, by law you have the right to:

- Request access to your personal information, commonly known as a "data subject access request". This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.
- Request correction of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- Request erasure of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing, see below.
- Object to processing of your personal information where we are relying on a legitimate interest, or those of a third party, and there is something about your particular situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes.
- Request the restriction of processing of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.
- Request the transfer of your personal information to another party.

If you want to review, verify, correct or request erasure of your personal information, object to the processing of your personal data, or request that we transfer a copy of your personal information to another party, please direct any requests to [data@deanclough.com](mailto:data@deanclough.com) or write to, for the attention of our Data Privacy Manager:

Dean Clough Ltd, Dean Clough, Halifax, HX3 5AX

No fee usually required

You will not have to pay a fee to access your personal information, or to exercise any of the other rights. However, we may charge a reasonable fee if your request for access is clearly unfounded or excessive. Alternatively, we may refuse to comply with the request in such circumstances.

What we may need from you

We may need to request specific information from you to help us confirm your identity and ensure your right to access the information, or to exercise any of your other rights. This is another appropriate security measure to ensure that personal information is not disclosed to any person who has no right to receive it.



### Right to withdraw consent

In the limited circumstances where you may have provided your consent to the collection, processing and transfer of your personal information for a specific purpose, you have the right to withdraw your consent for that specific processing at any time. To withdraw your consent, please contact the Data Privacy Manager. Once we have received notification that you have withdrawn your consent, we will no longer process your information for the purpose or purposes you originally agreed to, unless we have another legitimate basis for doing so in law.

Please direct any requests to [data@deanclough.com](mailto:data@deanclough.com) or write to, for the attention of our Data Privacy Manager:

Dean Clough Ltd, Dean Clough, Halifax, HX3 5AX

### The Categories of "Personal Data" we Process

Where there has been no breach of the parking contract:

As a compliant user of our privately managed land, the personal data we obtain is your registration number. We may capture images of the vehicle, occupants or bystanders. A full list of your Rights under General Data Protection Regulation and the Data Protection Act 2018 are summarised above. Where your data is obtained it will be retained for 12 months, only in order to be able to cross reference registration numbers for discrepancies. Retaining this data in this way enables us to properly and fairly manage the private land which sometimes means cancelling parking charges. We then erase your registration and any other images from our records.

Where there is a breach of the private land Terms and Conditions and a parking charge becomes due:

A) Attendant, ANPR and CCTV camera enforcement

Where there is a breach of the private land Terms and Conditions and a parking charge becomes due, we may request details of the registered keeper of the vehicle from the Driver and Vehicle Licensing Agency "DVLA" and other third parties e.g. the registered keeper or hire companies where applicable, who may possess information which could assist in pursuance of the unpaid parking charge and resolving any disputes.

B) Windscreen parking charge issued by a parking attendant

If you have received a Parking Charge Notice on your windscreen, at the point the notice is placed on your windscreen we will have obtained your personal details, which could include images of your vehicle, occupants/bystanders and the vehicle registration number.



If you or a third party pay the Parking Charge Notice within 28 days, your personal details will not be retained for longer than 12 months. Where there is an unpaid parking charge for over 28 days, we may request personal details of the registered keeper of the vehicle from the Driver and Vehicle Licensing Agency "DVLA" and other third parties e.g. the registered keeper or hire companies where applicable, who may possess information which could assist in resolving any dispute. DVLA require us to keep your data for a minimum of 24 months.

The personal details we may obtain from the DVLA for both camera and parking attendant windscreen parking charges 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 parking charge, including information that is shared by you with us.

Your data will be held for sufficient time to enable the outstanding parking charges to be settled, by you or another person and resolve any dispute. However, your data will not normally be held for longer than 6 years in such circumstances. In some circumstances your data may be held for longer than 6 years, examples of this are:

- When there is an ongoing dispute which requires us to hold the data for longer than 6 years.
- Where a court order has been made allowing us to pursue outstanding money after the expiration of 6 years.
- Where contractual or legal obligations require us to and we will only keep data for longer if there is no other way of meeting those obligations.
- Appeals:

If you decide to challenge a parking charge and we reject your challenge, we will provide you with a unique reference code to be used with POPLA, the Parking on Private Land Appeals service. This is to allow you to contest the charge with an independent adjudicator who will be provided with your data.

#### **Sharing Your Personal Data:**

Your personal data may be shared with:

- a security / parking attendant employed by Admiral Security Services Ltd
- an external software provider
- Independent appeals adjudicator POPLA
- debt recovery companies
- Police and security services
- Solicitors and high court officers/bailiffs where necessary to ensure compliance with your obligations under the contract
- British Parking Association for auditing purposes and to manage complaints
- Our clients to assess appeals



Other than the list above we do not share information about you or your vehicle with any other third party and we will not transfer your personal data out of the EU.

#### **Changes to Our Privacy Notice:**

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.

#### **Data Privacy Manager**

We have appointed a Data Privacy Manager to oversee compliance with this privacy notice. If you have any questions about this privacy notice or how we handle your personal information, please contact the Data Privacy Manager. You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues.