



Privacy Policy (South East Coaches Ltd)

This policy explains how South East Coaches Ltd collects, uses, and protects your personal information. Please read it carefully to understand our practices regarding your personal data.

South East Coaches Ltd complies with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. If you provide us with personal information, we act as the data controller.

Who We Are

Established in 2011, South East Coaches Ltd is an Essex- and London-based coach company providing quality coach hire across the UK. We are committed to delivering exceptional service for corporate travel, school trips, and private excursions.

What Information We Collect

We only collect personal data that is necessary for legitimate business purposes. This may include:

- Personal/Company Name
- Personal/Company Address
- Contact Details (Sales, Accounts, Management, etc.)
- Telephone Numbers
- Email Addresses
- VAT Number (where applicable)

Legal Basis for Processing Personal Data

Under UK GDPR, we process your personal data based on one or more of the following lawful bases:

- **Contractual necessity** – To fulfil a contract with you or your organisation.
- **Legal obligation** – To comply with legal requirements, such as tax regulations.
- **Legitimate interests** – For communication, service improvement, and business operations. We always ensure our interests do not override your rights.

How We Use Your Information

We use your data for:

- Processing transactions and fulfilling coach hire services.

- General business correspondence.
- Internal record-keeping and legal compliance.
- Responding to your inquiries.

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

Third-Party Processors

We use third-party service providers to support our operations (e.g., IT service providers, payment processors). These processors are contractually bound to handle your data securely and only according to our instructions.

How Long We Keep Your Data

We retain personal data only for as long as necessary to meet legal, regulatory, and business requirements:

- **Financial records** – Retained for six years in compliance with HMRC regulations.
- **Customer correspondence** – Retained for up to two years after the last interaction.
- **Operational records** – Retained for as long as needed for service fulfilment.

How We Protect Your Information

We implement appropriate security measures to prevent unauthorized access, loss, or misuse of your personal data. These include secure servers, encrypted communications, and access controls.

Your Rights Under UK GDPR

You have the following rights regarding your personal data:

- **Right to access** – Request a copy of your personal data (Subject Access Request).
- **Right to rectification** – Request corrections to inaccurate data.
- **Right to erasure** – Request deletion of your data where applicable.
- **Right to restrict processing** – Request limited use of your data.
- **Right to object** – Object to data processing in certain circumstances.
- **Right to data portability** – Request a transfer of your data to another provider.

To exercise any of these rights, please contact us at info@southeastcoaches.co.uk.

Your Right to Complain

If you have concerns about how we handle your data, you can contact us at **info@southeastcoaches.co.uk**. If you remain dissatisfied, you have the right to complain to the **Information Commissioner's Office (ICO)** via www.ico.org.uk.

Cookies and Online Tracking

Our website uses cookies to enhance user experience and analyze visitor activity. You can manage cookie settings in your browser. For more details, visit www.aboutcookies.org.

Changes to This Privacy Policy

We review our privacy policy regularly. The latest update was **February 2025**.

Contact Us

For any questions regarding this privacy policy, contact our Data Protection Officer at:

South East Coaches Ltd

Unit 35, Fanton Hall Farm

Doublegate Lane

Wickford, Essex, SS12 9JF

Company Number: **10585193**

Email: **info@southeastcoaches.co.uk**

ICO Registration Number: **ZA612722**