

Privacy Policy - Apple Mobile Apps

Maintaining the security of your data is important to us, and we are committed to respecting your privacy. Please read this notice carefully so that you understand your rights in relation to your personal data.

This policy provides you with information about:

- what personal data we collect
- how we use your data
- how we ensure your privacy is maintained
- your legal rights relating to your personal data

What personal data do we collect?

Personal data means any information that can be used to identify directly or indirectly a specific individual. Enterprise Private Hire Ltd collects the following data:

- data provided by users - data given in the process of app account registration
- data created by users whilst using app services, like ge positioning, data about app operation or about a user's device
- data gathered from other sources - like business partners, financial services providers and government authorities

1. Data provided by users:

- user profile data such as user profile data, such as: first name, last name, email, mobile number, physical address, driving license data, user vehicle data, user photos. In some cases, it is required by the law to provide a driver photo
- checking documents and verifying driver's identity may require checking licences, photos, username and last name
- data provided when users request technical support - this may include user device information, user app information, recordings of telephone calls in case of a user calls support, trip data (date and time, physical addresses, flight information)

2. Data created by users when using our App services

- Ge positioning data - We track the ge position of drivers to perform their bookings, provide service levels, provide safety and identify and prevent any fraudulent activity. Ge positioning is collected from mobile devices using standard API. In some cases, it is required by law and drivers cannot disable ge positioning
- App usage data - we gather data on how users interact with our app and services. This data includes data and time of logging in and logging out, app functionality, app failures and system data needed to improve app quality and performance
- Device data - we may collect data about the device which is used for access to our services, such as device model, IP address, GUID, geo data and connection quality data

3. Data collected from other sources
 - Data from business partners - this is used to provide additional services such as payment provision, or for interaction with other apps and websites which use our API or whose API is used by our app
 - Data from business partners such as travel data including information about passengers or drivers
 - Data collected in accordance with government policies

How do we use your data?

We collect, process and disclose your personal data only for specific and limited purposes. These include:

- to provide private hire services
- to provide security
- for customer support
- for research and development
- to send non-marketing messages
- for fulfilling legislation requirements and court orders
- to facilitate business process automation

1. Service Provision

Enterprise Private Hire uses your data for verification and testing, personalising, support and improvement of its services, including:

- Creating accounts and changing data
- Providing private hire journeys (geopositioning data for service improvement), data exchange (calculation of arrival time, security provision, route calculation, linking to flight information, tracking and sending information about a journey)
- Performing operations which are needed in order to improve service and customer support, testing, analysis and also monitoring of services used

2. Security and Protection

Enterprise Private Hire Ltd uses data for providing security and protection of users and for our services in the following ways:

- to comply with government requirements by collecting driver photographs which may be passed on to passengers
- using data from drivers' and passengers' devices in order to evaluate journey safety and to improve driving safety for subcontractors.
- using data from drivers' and passengers' devices in order to identify and prevent any fraudulent activity. For example, we detect fraudulent accounts and cases when our services are used for illegal purposes, and prevent unauthorised access to those accounts
- using a rating system for evaluation of drivers and passengers in order to prevent the potentially high risk of conflict
- sending information about serious violations to third parties such as police authorities - in accordance with legislative requirements

3. Customer Support
 - Enterprise Private Hire Ltd uses personal data, application data, systems and devices in order to provide technical support and improve quality of its services
4. Research and Development
 - Enterprise Private Hire Ltd uses personal data in order to perform testing, research, analysis, development and improvement of its services. This helps us to make our services better and more secure and develop new functionality
5. Sending non-marketing Messages
 - We can use personal data in order to inform our users about changing of terms and rules, and also for sending non-marketing messages which are needed to provide services
6. Fulfilling Legislative Requirements and Court orders
 - We can use personal data in order to settle litigation and court orders associated with the using Enterprise Private Hire Ltd services and for fulfilling court orders in cases when data is required by public authorities, including the police
7. Automation of Business Processes

Enterprise Private Hire Ltd uses personal data for automation of business processes, such as:

- providing eligible drivers. Drivers can be found on the basis of availability, nearest position and other factors, as well as on the basis of statistical user data
- identifying users who are suspected of committing or being involved with fraudulent activity or any other activity which may cause harm to Enterprise Private Hire Ltd. In cases when users provide false information or fake license details this may lead to disabling user accounts after specialist checks have been performed
- use of drivers' data (geopositions, ratings) and passengers' data (departure locations, ratings) in order to eliminate collisions of users with high risk of conflict

Transfer and Disclosure of User Data

Enterprise Private Hire Ltd provides data to other entities or provides data on demand in cases where it falls under the requirements of the law or when it is required in order to satisfy claims or to settle disputes. Enterprise Private Hire Ltd can transfer user data in the following cases:

1. To Other Users
 - In order to carry out a journey we may give to a driver your name, email, telephone, information about pickup location and destination location
 - In order to carry out a journey we may give to a passenger a driver's name, photograph, license number, vehicle brand and model and vehicle registration number
2. To Suppliers and Business Partners
 - Enterprise Private Hire Ltd may transfer journey details to its partners via API integrations
 - We also transfer data to credit and debit card transaction providers

3. For providing data under legislative grounds or in dispute cases
Enterprise Private Hire Ltd may disclose personal data in cases when legislation requires to do so, in court disputes, or when public authorities, including the police, require this.
4. In cases when users allow sending of data
Enterprise Private Hire Ltd may send data to third parties in cases that go beyond this agreement if we have informed you about our intention to send data and you have allowed this.

Storage and removal of data

Enterprise Private Hire Ltd will only store personal data up to the point where goals of its processing which are described in this agreement are met. Users can request removal of their data at any time to delete their account, however Enterprise Private Hire Ltd may store personal data even after performing a user request to meet legislative requirements.

To delete your account, please send an email request to accounts@enterpriseprivatehire.com or write to us at the address below.

Changes to this Privacy Policy

Enterprise Private Hire Ltd has a right to make changes to this Privacy Policy. If the changes are significant, we will notify you via the Enterprise Taxis App or in any other available way, for example, by email. We may periodically update this privacy policy to continue to meet GDPR compliance or to comply with other legal or regulatory changes.

Use of our services after an update constitutes consent to the updated notice to the extent permitted by law.

Contacting Us

If you have any questions, comments or concerns about this privacy policy, please contact john.walker@enterpriseprivatehire.com or write to us at:

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Further information and advice about your rights can be obtained from the Information Commissioner's Office (ICO) at www.ico.org.uk

This notice was last updated on 11th August 2022.