



## **Integrated Management System (IMS)**

### **Privacy Policy**

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## Policy Statement

Red Funnel is committed to protecting the privacy and security of your personal information. This Privacy Policy describes how we collect, use, disclose, and protect the personal information we collect through our website, mobile applications, and other online services (collectively, the "Services").

### 1 Information we collect.

We collect personal information when you interact with us, such as when you book a ticket, subscribe to our newsletter, or use our website. The types of personal information we collect may include:

- Contact Information (such as name, email address, phone number)
- Payment Information (such as credit card details)
- Travel Preferences
- Location Information (if you enable location services)
- Device Information (such as IP address, browser type)

### 2 How we use your information.

We use your personal information for the following purposes:

- To provide the services you request, such as processing bookings and payments.
- To communicate with you about your bookings and provide customer support.
- To send you marketing communications about our products and services (you can opt-out at any time)
- To personalize and improve our services, including by analyzing user interactions and preferences.
- To comply with legal obligations and protect our rights.

### 3 Data Sharing

We may share your personal information with third parties in the following circumstances:

- With service providers who help us operate our business and provide the Services (such as payment processors and marketing agencies)
- With government authorities or law enforcement agencies as required by law or to protect our rights
- With third parties in connection with a merger, acquisition, or sale of assets

## 4 Data Retention

We retain your personal information for as long as necessary to fulfil the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law.

## 5 Your Rights

You have certain rights regarding your personal information, including the right to access, correct, or delete your information. You can exercise these rights by contacting us using the contact information provided below. You also have the right to make a complaint to the ICO.

## 6 Security

We take appropriate measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction.

## 7 International Data Transfers

Your personal information may be transferred to and processed in countries outside of the European Economic Area (EEA) that may not provide the same level of data protection as your home country. We will take appropriate safeguards to ensure that your personal information remains protected.

## 8 Children's Privacy

Our Services are not directed to children under the age of 16, and we do not knowingly collect personal information from children. If you are a parent or guardian and believe that your child has provided us with personal information, please contact us so that we can delete the information.

## 9 Updates to this privacy policy

We may update this Privacy Policy from time to time. We will notify you of any material changes by posting the new Privacy Policy on this page.

## 10 Contact Us

If you have any questions or concerns about this Privacy Policy or our privacy practices, you may contact us at [gdpr@redfunnel.co.uk](mailto:gdpr@redfunnel.co.uk).