**Visit London Taxi Tour Privacy policy**

In this policy we set out how we will use and protect personal information that you share with us when you:

* explore/use our website
* sign up for our newsletter
* book a taxi tour and/or take taxi tour.

Please contact Cheryl Cullen if you have any further questions about our policy (Cheryl@visitlondontaxitours.com Tel: 02085008782).

**Acceptance**

When you use our Website, you signify your agreement to this policy. If you do not agree with the policy, please do not use our Website. We may change our policy and changes or updates will be posted on this document. If you continue to use our website after we have made changes to the policy this means you accept those changes.

**Information we may collect from you**

We may collect and process the following data about you:

The information you provide when for example filling out our booking or enquiry forms. If we are running a competition we may ask for further or additional information.

It is highly likely that when you do contact us through our various channels and ones we may in the future use, like live chat, that we will keep this information for reference purposes.

We may also ask you to complete for example, satisfaction surveys, reviews and testimonials.

We use Stripe as our payment gateway provider. We never keep details of your debit or credit cards. However, Stripe may do so in order to process and keep a record of your payments to us. It is also highly likely they use card authorisation and fraud screening services. Information could also be passed on to fraud prevention and law enforcement agencies to prevent fraud and money laundering.

**Finding out more about the personal information we store**

You may inform us at any time should you wish us to delete personal information we hold about you by writing to us at 71-75 Shelton Street, London WC2H 9JQ. You have a right to access the personal data held about you. To obtain a copy of the personal information we hold about you, please write the same address above.

**Your IP addresses and the use of Cookies**

In the future we may start to collect information about people’s individual patterns of behaviour in relation to our website, for example how many times they visits. We may use cookies to do this, and it helps us understand and improve our website because we can estimate the size of our audience and what individuals (unknown) are especially interestedin. If in the future we decided to use these more sophisticated cookies there will be a pop up asking for your permission, you can choose decline the cookies.

* To speed up your searches.

**Where we store your personal data and images**

The data that we collect from you or is passed to us about you from our re-sellers like Viator and Get your Guide, is stored in the UK. However, as our company grows we may recruit people who work from a distance or overseas, they may be in various roles like admin or web development and these individuals, when necessary, may be given access to your data to fulfil their employment or contract responsibilities, such as the fulfilment of your order. Our guides are given your cell phone number and first name so they are able to make contact and collect you for your tour. The will ask permission to take a photograph of you and your party on tour which may be used on our website or social media channels, for example, to promote and market our business. By submitting your personal data and allowing photography, you agree to this storing or processing of date and use of images.

**The information we hold**

This is how we use the information we hold:

* To make sure our website and content is meaningful to you, based on your interests and is accessible in format
* To deliver our products and services to the best of our ability based on your booking and requirements made known
* To market to you special offers or products and opportunities to win prizes in competitions
* And to let you know when things changes

We will never call you to market our services to products. We currently and have no plans to run e-mail based marketing campaigns. However, you have the right to ask us not to market to you in any context and you can exercise that right but contacting us at the above address.

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**When do we share your information?**

The only time we would share your details with a 3rd party other than our tour guides will be if we have a legal obligation to do so. For example, fraud protection.

**Changes to our privacy policy**

If we make any changes to our privacy policy they will be posted on this page. DC – created

December 2018 – last updated 20th of May 2018