

Worcestershire on Demand Pilot Privacy Notice

version v1.0

Changes to this notice

We keep this Privacy Notice under regular review and we will place any updates on this web page. This Notice was last updated on 21 June 2021.

This privacy notice applies to the Worcestershire on Demand, a Demand Responsive Transport (DRT) Service provided by Worcestershire County Council (the Council). This notice should be in addition to the Council's [Full Privacy Notice](#).

The Council is piloting the use of DRT as an alternative to fixed scheduled buses to provide a better value and improved service for essential travel. The initial pilot will focus on essential travel in Bromsgrove (Bromsgrove on Demand (BOD)).

As part of the pilot, booking and scheduling of DRT services will initially be made through a self-service App, but may be extended to including booking through contact centres or other online booking systems.

The privacy notice will cover:

- [Purpose for processing](#)
- [Personal information collected and lawful basis](#)
- [Who we may share your information with](#)
- [How long we will hold your information](#)
- [Your information rights](#)

Purpose for processing

The service process personal information in order to manage and deliver a pilot on the use of DRT as an alternative to fixed scheduled buses, either directly or jointly with partners and commissioned private and third sector providers. This includes:

- Facilitation of your bookings and purchases of tickets for rides
- Contact you and provide you with updates including in app messages regarding your journey
- Management of your user account
- Protection of the public funds we administer, including prevention and detection of fraud
- Respond to complaints and troubleshooting issues
- Improve service functionality and efficiency, including analysis and improvements

Personal information collected and lawful basis

The service processes personal data which is relevant to deliver the service which may include, but is not limited to, the following personal data:

- Your first name, surname and title
- Your contact details including email address and telephone numbers
- Your booking details including start and finish points
- Transaction details of the bookings you have made including tickets you have purchased and payments made
- Information about your queries or feedback, if you contact us to tell us this

The legal bases for processing this personal information are:

- Necessary for the performance of a contract, or entering into a contract, with the individual
- Necessary for the performance of a task carried out in the public interest or in the exercise of official authority
- Where we have your consent to do so for a particular purpose

Sometimes we also need to collect or store information that is defined as special category personal data - this may consist of health, disability or mobility information we collect from you.

The legal bases for processing this personal information are:

- Where it is necessary for equality of opportunity or treatment
- Where we have your explicit consent to do so for a particular purpose
- For the establishment, exercise or defence of legal claims

The personal data collected is necessary to provide the service to you. If you do not provide this information then we will not be able to provide these DRT services to you.

Who we may share your information with

We may need to share the personal information you have given to us or we've collected about you with partner organisations where relevant to the individual and/or their care provision. These include but are not limited to:

- Bus Operators providing the buses so they can operate and deliver the Worcestershire on Demand (WoD) DRT service
- Via, our technology provider to enable you to use the app to register and make bookings. Please see [their privacy notice](#) for further information about their processing.

Information will only ever be shared when it is strictly necessary to help us provide effective services and you may have the right to refuse. We will not pass it onto any other parties unless required to do so by law or in all reasonable circumstances the disclosure is fair and warranted for the purposes of processing or subject to a data protection exemption.

We have specific data sharing agreements in place with local agencies and sometimes the law requires that we may have to pass your details on to a third party, for example, to prevent crime.

Anonymous aggregated data, such as statistical or demographic data maybe processed for any purpose, including planning transport and budgeting. While this data may be derived from your personal data it has been suitable anonymised before being processed for these purposes so it does not directly or indirectly reveal your identity and is not considered personal data.

How long we will hold your information

We will hold personal data only for as long as necessary for the purposes it has been collected for. More information about our retention periods can be found in our [summary Disposal Schedule](#).

Please note stated retention periods may be subject to any legal holds imposed under the Inquiries Act 2005 that may concern the information and override standard retention periods.

Your information rights

You are entitled to a copy, or a description, of the personal data we hold that relates to you, subject to lawful restrictions. Please go to our [Make a Data Protection Request webpage](#) to find out how to make a request.

You may be entitled to rectification, restriction, objection, and erasure of your personal information depending on the service and legal basis. Please in the first instance contact dataprotection@worcestershire.gov.uk to exercise these Information Rights or call the main Worcestershire County Council contact telephone number of **01905 765765**.

Please see our overarching Privacy Notice (<http://www.worcestershire.gov.uk/privacy>) for further processing details and if you have a complaint about your information rights.