

PRIVACY POLICY

IMAGES, PHOTOS, PICTURES

We have used images of various kinds on our website in different sections. Each image we save and use from search engines are displayed with its source link to credit the contributors. If anyone thinks we have use their image, they can email us and we will definitely remove the image from website and permanently delete it from our database server.

CONTENT THAT WE WRITE

All the content we write is 100% unique. We use paraphrasing, copywriting, and writing from scratch techniques to produce best and competent content for you.

COOKIES

Cookies are small segments of details and information that your computer, mobile, or tablet stores when you visit any website on the internet. We use cookies on our website to ensure our services are known to you in the best of manners. We would recommend you not to turn-off cookies. However, you can easily disable cookies from our website.

TYPES OF COOKIES WE USE:

1. ESSENTIAL COOKIES:

Some portion of our website requires cookies for example services or support page. These cookies create a secure passage for you to access the website fast.

2. ANALYTIC COOKIES:

This type of cookies collects information and details about the visitors (users, customers, passengers, or anyone) who use our website. For example, selecting services or booking a service, etc. Also, such cookies do not store a visitor's identification, we only use cookies to improve our website, services, applications, and other functionality on the website.

3. FUNCTIONALITY, TRAFFIC & DEMOGRAPHIC COOKIES:

These cookies cannot track your browsing information and activity and therefore, functionality cookies may not be enabled on other websites you visit.

Following are the types of technologies that we use for such aforementioned type of cookies:

1. GOOGLE ANALYTICS:

Google Analytics uses "cookies", to help the website analyse how users use the websites, applications, or services. The information generated by the cookie about your use of the websites, applications, or services (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the websites, applications or services compiling

reports on website activity for website operators and providing other services relating to website activity and internet usage.

Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser or within the application, however please note that if you do this you may not be able to use the full functionality of this website. By using our websites, applications or services you consent to the processing of data about you by Google in the manner and for the purposes set out above. To find out more, see “How Google uses data when you use our partners' sites or apps”, (located at www.google.com/policies/privacy/partners/, or any other URL Google may provide from time to time).

To opt out of being tracked by Google Analytics across all websites visit: <http://tools.google.com/dlpage/gaoptout>.

2. GOOGLE ADWORDS

We use Google AdWords as an online advertising tool to market our services. This tool helps us to display our certain pages from our website, video, or content to be viewed by Google visitors. Google AdWords is a paid service that we use for free conversion tracking of certain pages of our website. For example, if you visit our website or contact us online, the page you visit will have a specific code on it that will help understand and know the path you took to reach our website. Google AdWords also help us know the searching statistics, for example most entered keywords used to search taxis in a specific area. Google AdWords consists of four main types: Search Ads, Display Ads, Video Ads, and App Ads. We primarily use Google AdWords Search Ads when necessary.

3. FACEBOOK ADS

Clear and prominent notice on each webpage where Facebook Tools are used that links to a clear explanation (a) that third parties, including Facebook, may use cookies, web beacons, and other storage technologies to collect or receive information from your websites and elsewhere on the internet and use that information to provide measurement services and target ads, (b) how users can opt-out of the collection and use of information for ad targeting, and (c) where a user can access a mechanism for exercising such choice. We use Facebook Ads timely to promote our services.

4. HOW TO DISABLE COOKIES

You can disable cookies by configuring your browser's settings. You can also block all the cookies on our website if you wish by contacting us. We use cookies for professional reasons only, the customers, passengers, and visitors hold absolute privilege to discard cookies at any time of their convenience.

GDPR AND YOUR RIGHTS

General Data Protection Regulations (GDPR) is a legal regulation and sets of guidelines for collecting and processing of data such as personal information of individuals residing within the European Union (EU).

Xclusive Cars Basingstoke Limited is a licensed and registered private hire company from Basingstoke. Privacy Policies help us make you understand our

privacy practices with clarity. When passengers/customers use our service by providing us with required information, we ensure to keep the trust with utmost commitment and confidentiality.

Following are the types of data that we request you to provide us to store for professional reasons only:

- We save name, phone number, pick-up/drop-off details, and flight details [if necessary] for taxi booking only.
- We request you for necessary credit card details if you wish to pay for taxi rides via card billing system. We do not disclose such information to third parties or anyone.
- We shall use name and email address for sending latest updates, newsletter, booking confirmation, digital receipts, marketing and important announcements.
- All the data we store is kept under maximum security. We will never reveal/sell/expose/tell customer details to any party.
- We never store credit/debit cards data. While making online booking and payment, provided details are not stored but only used for charging you for the journey.
- You can update/delete all your personal data by contacting us.
- We provide absolute privileges to customers/passengers over personal information they provide us.
- We save flight details if customers/passengers request taxis to and from the airport because we use Flight monitoring systems to provide punctual Airport pick & drop.
- If there is any information that you think is incorrect, please let us know so that we can correct the details to keep our customer/passenger records up-to-date and accurate.

If you are an EU Citizen, following some of the many rights you have with us:

- You hold rights to be communicated about how we use your personal information, how we receive your information, why we require your personal information and how you can access your personal information.
- You hold rights to request erasing, deletion of your personal data to us as your personal data is absolutely your right and we provide maximum protection and security.

- You hold absolute rights to ask us to not process/use your personal data for marketing or any other promotional purposes.
- You hold rights to place restriction on your personal information we have.
- You hold rights to provide us limited and necessary information that is sufficient for us to book our services for you.
- You hold right to lodge a complaint regarding data protection matters if there is a security breach from our end.
- You hold right to provide us personal information we ask with consent and reject if any information there is no consent.