

Privacy Policy (GDPR)

Last updated: 2nd January 2026

1. Introduction

Apex Taxi is committed to protecting your personal data and respecting your privacy. This Privacy Policy explains how we collect, use, store, and protect personal information in accordance with the **UK GDPR / EU GDPR**.

2. Data Controller

The data controller responsible for your personal data is:

Business Name: Apex Taxi

Contact Number: 01384 732468

3. Personal Data We Collect

We collect only the personal data necessary to provide our taxi services. This includes:

- Customer name
- Pickup address
- Drop-off address
- Contact phone number

We do **not** collect or process special category (sensitive) personal data.

4. How We Collect Personal Data

We collect personal data when customers:

- Book a taxi by phone, message, or in person
- Provide details required to complete a journey

5. Purpose and Legal Basis for Processing

We process personal data for the following purposes:

- To arrange and complete taxi journeys
- To contact customers regarding bookings, delays, or changes
- For customer service and dispute resolution
- For business record-keeping and legal compliance

Legal basis for processing:

- **Performance of a contract** (to provide taxi services)
- **Legitimate interests** (operating and managing our business)
- **Legal obligation** (where required by law)

6. Data Retention

Apex Taxi retains customer personal data for **no longer than one (1) year** from the date of the journey.

After this period, personal data is securely deleted or anonymised.

7. Data Sharing

We do **not** sell, rent, or trade personal data to third parties.

Personal data may be shared only when necessary with:

- Drivers working on behalf of Apex Taxi
- Legal or regulatory authorities where required by law

8. Data Security

We take appropriate technical and organisational measures to safeguard personal data against:

- Unauthorised access
- Loss, misuse, or alteration
- Unlawful disclosure

Access to personal data is restricted to authorised personnel only.

9. Your Data Protection Rights

Under GDPR, you have the right to:

- Request access to your personal data
- Request correction of inaccurate or incomplete data
- Request deletion of your personal data
- Request restriction or object to processing
- Request data portability

To exercise any of these rights, please contact us on **01384 732468**.

10. Complaints

If you believe your data protection rights have been infringed, you have the right to lodge a complaint with the relevant data protection authority, such as the **Information Commissioner's Office (ICO)** in the United Kingdom.

11. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be available upon request or published on our website if applicable.