



# Privacy Policy

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Medway Horsebox Ltd

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## Privacy Policy – Medway Horsebox Hire

### 1. Introduction

At Medway Horsebox Hire ("we", "us", "our"), your privacy matters. This Privacy Policy outlines how we collect, use, store, and protect your personal data in line with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

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### 2. Who We Are

Medway Horsebox Hire is a horsebox rental business based in Medway, Kent. We provide self-drive hire of 3.5-tonne horseboxes across the region.

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### 3. What Information We Collect

We may collect and process the following data:

- **Identity & contact details:** Full name, address, email, phone number
- **Driving documentation:**
  - Driving licence (image or photocopy)
  - DVLA check code and driving history results
- **Booking & rental info:** Dates, hire details, return status
- **Payment information:** Processed securely via SimplyBook.me / Stripe
- **Communication data:**
  - Website contact form messages (GoDaddy)
  - Social media messages (Facebook, Instagram, TikTok)
  - Email, phone, or in-person communication
- **Device/browser data:** IP address, browser info (via cookies, if used)





#### 4. How We Collect Your Information

We collect personal data when you:

- Book a horsebox via SimplyBook.me
  - Contact us via our website contact form (GoDaddy)
  - Interact with us on social media platforms
  - Send us your driving licence or DVLA check code
  - Call, email, or message us directly
  - Consent to marketing communications
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#### 5. Why We Process Your Data

We use your data to:

- Verify your driving eligibility and identity
  - Manage and fulfil your booking
  - Communicate regarding your hire
  - Meet insurance, legal, and tax obligations
  - Maintain records for compliance and audit purposes
  - Prevent fraud or unauthorised use
  - Improve our services and customer experience
  - Send marketing (only with your consent)
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#### 6. Lawful Basis for Processing

Legal Basis	Purpose
Contract	To manage bookings and provide services
Legal Obligation	For tax, insurance, and DVLA requirements
Legitimate Interests	Business operations, fraud prevention





## 7. Booking & Payments

- All bookings are processed via **SimplyBook.me**, and payments via **Stripe**.
  - We do **not** store full payment card details.
  - SimplyBook.me and Stripe comply with relevant data protection laws.
  - See: [SimplyBook.me Privacy Policy](#)
  - See: [Stripe Privacy Policy](#)
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## 8. Social Media & Website Contact

Messages or data you send us through social media (Facebook, Instagram, TikTok) or our website (GoDaddy-hosted) are stored securely and used only to respond to your enquiry or booking.

We do not export or sell any social media data. Platforms have their own privacy policies.

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## 9. Driving Licence and DVLA Check Codes

- Used strictly for verification of insurance eligibility.
  - DVLA data is deleted once verification is complete.
  - Driving licence copies are stored securely with password protection and **BitLocker encryption**.
  - Licence images are deleted within **30 days** of the hire ending unless legally required to retain.
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## 10. Data Security & Storage

We take data protection seriously and use the following safeguards:

- **Laptops** protected by strong passwords, antivirus software, and **full disk encryption (BitLocker or Windows Device Encryption)**
- **Cloud storage (Microsoft OneDrive)** with 2FA and encryption at rest and in transit
- **Access control:** Only the business owner accesses personal data
- **No physical copies** kept unless legally necessary (e.g., for insurance)





## 11. Data Retention

Data Type	Retention Period
Booking and contact details	Retained securely for 12 months after the date of hire to enable dispute resolution, repeat customer service, or follow-up requirements
Driving licence images	Retained for 12 months after hire, unless required earlier for insurer/law enforcement purposes
DVLA check codes/results	Retained for up to 12 months in line with documentation retention; used only for verification
Enquiries (non-bookings)	Retained for up to 12 months for customer service and potential booking follow-up
SimplyBook.me Reviews	Customer reviews, which may include your full name, may be published on our website and displayed publicly until you request removal. You can contact us at any time to withdraw your review

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## 12. Cookies

Our website may use cookies to enhance functionality and improve user experience.

- We do **not** use tracking or marketing cookies without consent.
- You can disable cookies through your browser settings.

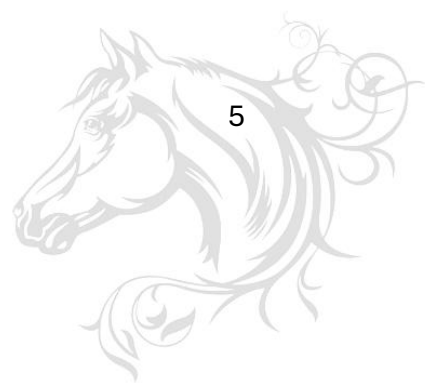
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## 13. Who We Share Your Data With

We do **not sell** your personal data. We may share it only with:

- Insurance providers (if required for a claim)
  - DVLA (through your check code)
  - HMRC or legal authorities (if legally obligated)
  - Service providers such as SimplyBook.me, Stripe, Microsoft (cloud), IT/accountancy professionals
- All third parties are GDPR-compliant.





## 14. Your Rights Under UK GDPR

You have the right to:

- Access your data (Subject Access Request)
- Correct inaccuracies
- Request erasure (where applicable)
- Restrict or object to processing
- Withdraw consent (for marketing/cookies)
- Lodge a complaint with the Information Commissioner's Office (ICO):  
[www.ico.org.uk](http://www.ico.org.uk)




To exercise your rights, contact us via the details below.

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## 15. Policy Updates

We may update this policy periodically. The latest version is always available on our website or by request.

### Contact Us

-  Email: [Medwayhorseboxhire@gmail.com](mailto:Medwayhorseboxhire@gmail.com)
  -  Address: 81 Elmfield, Gillingham, Kent, ME8 6BN
  -  Phone: 07534908196
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