Privacy Notice

This privacy notice provides information on how Elite Services Limited, Elite Services Home to School Transport Limited, Elite Services Driver Training Limited, Carsville Coaches Limited and Freedom Travel North Limited T/A Smiths of Marple collect and process your personal data when you use our website, book with us or use any of our services.

It is important that you read this privacy notice together with our website privacy policy which contains more detailed information about our data processing and can be read at www.eliteservicesltd.com/terms#privacy.

Important information and who we are

Elite Services Limited, Elite Services Home to School Transport Limited, Elite Services Driver Training Limited, Carsville Coaches Limited and Freedom Travel North Limited T/A Smiths of Marple are separate limited companies. Each is the controller of its own customers' personal data, and Sam Nickson, Director, is responsible for data protection for all of them.

Contact details

Our full details are:

Name of Data Protection Officer for all companies: Sam Nickson, Director

Email address: sam@eliteservicesltd.com or sam@smithsofmarple.com

Postal address:
Elite Services Limited, Elite Services Home to School Transport Limited & Elite Services Driver Training Limited
Unit 3 Adswood Industrial Estate, Adswood Road, Stockport, SK3 8LF

Carsville Coaches Limited
Unit 6 Adswood Industrial Estate, Adswood Road, Stockport, SK3 8LF

Freedom Travel North Limited T/A Smiths of Marple:
Unit 3 Adswood Industrial Estate, Adswood Road, Stockport, SK3 8LF

Telephone number(s):

Elite: 0161 480 0617
Carsville: 0161 748 2698
Smiths of Marple: 0161 427 2825

1. The data we collect about you

We may collect, use, store and transfer different kinds of personal data about you as follows:

- Your name, address, phone number and email address.
- Your bookings, who is travelling, seats, pick-up points, payments, refunds, credit notes, gift cards and loyalty stamps.

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- Anything you tell us by phone, email, online form, live chat or in person, including assistance, dietary or medical needs you ask us to take into account.
- For Home to School: your child's name, date of birth, address, school, photo, any medical or additional needs, emergency contacts, travel card taps and where the coach is during the journey.
- For the garage and recovery: vehicle registration and details, and the job you ask us to do.
- For driver training and minibus training: your name, contact details, employer or school, and the course you are interested in.
- Technical information when you use our website: which pages are viewed, country, device and browser, and page speed. We do not use advertising or tracking cookies.
- Marketing preferences, and the record of whether and when you agreed to our terms.

We do not collect or store your card number. Card payments are taken by Gala Technology.

2. How we use your personal data

We will only use your personal data for the purpose for which we collected it which include the following:

- To take, manage and run your booking or service, take payment, and contact you by phone or text message about your trip, including on the day you travel (contract).
- To keep passengers and children safe, and to meet our legal duties, including insurance, accounting, tax and transport law (legal obligation and legitimate interest).
- To answer your enquiries, handle complaints, and send feedback requests after a trip (contract and legitimate interest).
- To send you news and offers by email only if you have asked for them (consent). Every email has an unsubscribe link.
- To keep our website working and to understand how it is used (legitimate interest).
- Medical and additional needs information is used only with your explicit consent, to look after the person safely.

3. Who we share your data with

Only those who need it: our drivers and staff; hotels, cruise lines, venues and other suppliers for your trip; our payment, email, text message, database, hosting and mapping suppliers; the school, where a child's safety or travel needs it; our insurers, accountants and professional advisers; and the authorities where the law requires.
We never sell your information.

4. International transfers

Our database is in London. Some suppliers (for example website hosting, email delivery, notifications and Google address search) are in the United States. Where information goes outside the UK we make sure the law's safeguards apply, such as the UK-US data bridge or standard contract clauses approved by the ICO.

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5. How long we keep your data

Only as long as we need it. Accounting and booking records are kept for six years after the end of the financial year, as tax law requires. Your customer record and account are deleted two years after your last booking or contact (coach hire and garage customers: seven years). Enquiries, emails, chats and trip feedback are deleted after two years. Home to School records are deleted 12 months after your child stops using the service. The full list is in our Data Retention Policy & Schedule.

6. Your legal rights

You can ask to see the information we hold about you, have it corrected or deleted, restrict or object to how we use it, take it with you in a usable format, and withdraw consent at any time. We answer within one month. Our Subject Access Request Policy explains how.

You can delete your account yourself under My account, in your coach hire or garage trade account, or in the Home to School app. It closes straight away and your details are deleted within a month, keeping only the booking and payment records the law requires.

7. Complaints

Tell us first and we will try to put it right (see our Complaints Procedure). You can also complain to the Information Commissioner's Office: ico.org.uk, 0303 123 1113.

8. Further details

If you are looking for more information on how we process your personal data including on data security, data retention and lawful processing bases, please read our website privacy policy at www.eliteservicesltd.com/terms#privacy.

Last Review Date: **3rd November 2026**

Next Review Date: **3rd November 2027**

Elite Services Ltd