Website Privacy & Cookies Policy

Never sold	No tracking	2 years	1 month
your information is never sold or shared with advertisers	only the cookies the website needs to work	your account is kept after your last booking or contact	to answer a request about your information

This policy explains in full what personal information our websites and booking pages collect, why, who sees it, how long we keep it and what your rights are. It covers www.eliteservicesltd.com , www.carsvillecoaches.com and www.smithsofmarple.com . The Home to School parent app and driver app are covered by www.eliteservicesltd.com/home-to-school/app-privacy .

1. Who is responsible

Each company below is a separate controller of the information of its own customers (UK GDPR). The company you booked, enquired or bought from is the one responsible for your information.

Company	Address	Phone
Elite Services Limited	Unit 3 Adswood Industrial Estate, Adswood Road, Stockport, SK3 8LF	0161 480 0617
Elite Services Home to School Transport Limited	Unit 3 Adswood Industrial Estate, Adswood Road, Stockport, SK3 8LF	0161 480 0617
Elite Services Driver Training Limited	Unit 3 Adswood Industrial Estate, Adswood Road, Stockport, SK3 8LF	0161 480 0617
Carsville Coaches Limited	Unit 6 Adswood Industrial Estate, Adswood Road, Stockport, SK3 8LF	0161 748 2698
Freedom Travel North Limited, trading as Smiths of Marple	Unit 3 Adswood Industrial Estate, Adswood Road, Stockport, SK3 8LF	0161 427 2825

Questions about your information, or want to use any of your rights: email sales@eliteservicesltd.com (for Home to School, schooltransport@eliteservicesltd.com), ring 0161 480 0617, or write to the address of the company you deal with. Our data protection lead is Sam Nickson, Director (sam@eliteservicesltd.com).

2. What we collect, why, and the legal basis

Where	What we collect	Why	Legal basis
Booking and paying online (day trips, holidays, cruises)	Name, address, phone, email; names of travellers, seats, pick-up point, rooms, meal choices, assistance or dietary needs;	To make and run your booking, take payment, send confirmations, reminders and changes, and to contact you	Contract. Assistance, dietary or medical needs: your explicit consent.

Where	What we collect	Why	Legal basis
	emergency contact; payments; the terms you agreed to and when.	by phone or text message about your trip, including on the day you travel.	
Your online account	Email you sign in with, details you save, booking history, credit, loyalty stamps, gift cards, messages.	To let you see and manage your bookings.	Contract.
Gift cards	Buyer's details; for a gift, the recipient's name and email and the date to send it.	To deliver the gift card.	Contract; legitimate interest (the buyer gives us the recipient's email).
Enquiry forms: coach hire and quick quote, recovery, garage, driver training, minibus training, school application pack, contact	Whatever you type: name, email, phone, address, company, vehicle, journey details, message.	To reply to you and quote.	Steps before a contract at your request; legitimate interest.
Live chat	Your messages and the details you give. Kept with your customer record.	To answer you and keep a record.	Legitimate interest.
MOT and garage booking	Name, contact details, vehicle registration, make, model. We look the registration up with the DVLA and DVSA. MOT bookings are taken by MOT Manager, which receives what you enter.	To book and carry out the work.	Contract.
Home to School application and parent app	See the separate app privacy page: child's details, photo, medical needs, contacts, travel card taps, coach location.	To provide and keep safe the school transport.	Contract; legitimate interest; consent for medical and additional needs.
Trade and hire accounts	Business and contact details, bookings, invoices, payments.	To run the account and invoice.	Contract.
Feedback after a trip	Your star rating and comments, linked to your booking.	To improve our service and respond.	Legitimate interest.
Marketing emails	Your name, email and what you chose.	To send news and offers.	Consent. Unsubscribe any time.
Visiting our websites	Pages viewed, referring page, country, device and browser type, page speed. Collected without cookies and not linked to your name.	To keep the site working and improve it.	Legitimate interest.
Accounts and legal records	Invoices, payments, refunds, complaints and claims.	To keep accounts and meet tax, insurance and transport law.	Legal obligation; legitimate interest.

Giving us the information we ask for on a booking is necessary for us to make the booking. Everything else is your choice. Where we rely on your consent you can withdraw it at any time, but this does not affect what we did before.

Our websites and booking pages are not aimed at children. Bookings and applications for a child are made by their parent or carer.

3. Payments

Our websites do not collect or store your card number. Card payments are taken on a page run by Gala Technology, our card payment provider, which handles your card details under its own privacy policy. We keep a record of what was paid, when and how much, not the card details. We do not use Direct Debit on our websites.

4. Who we share it with

- Our drivers and staff, only what they need: a driver's list shows passenger names, seats, pick-up points and any needs the driver must know about.
- Hotels, cruise lines, venues, theatres and other suppliers for your trip: the names of those travelling, room arrangements, and assistance or dietary needs.
- Suppliers who run our systems for us (processors): Supabase (our database, in London), Vercel (website hosting and visit statistics, United States), Resend (email delivery, United States), FireText (text messages about your booking, UK), Gala Technology (card payments, UK), MOT Manager (MOT bookings), Google (address search and maps), Expo (app notifications, United States) and Fleetsmart (vehicle trackers, UK).
- The DVLA and DVSA, when we look up a vehicle registration.
- A child's school, only what it needs to confirm who travels, or where there is a safeguarding concern.
- Our insurers, accountants, lawyers and professional advisers, and the police, courts, local authorities or other authorities where the law requires or allows it.

We never sell, rent or lease your personal information, and we do not share it with advertisers or data brokers.

5. Sending information outside the UK

Our database is in London. Some suppliers listed above are in the United States. Where information goes outside the UK we rely on an adequacy arrangement such as the UK-US data bridge, or on standard contract clauses approved by the ICO, so that your information has equivalent protection. Ask us if you want a copy of the safeguards.

6. How long we keep it

Information	How long
Booking, payment, refund and invoice records	Six years after the end of the financial year they relate to (tax and accounting law)
Your customer record and online account	Two years after your last booking, trip, message or sign-in the account is closed, and your details are deleted a month later. Sooner if you ask (keeping only what the law requires)
Garage, MOT, recovery and coach hire customer details	Seven years after your last job, hire or invoice. Invoices and payments: six years after the end of the financial year
Names of travellers on past day trips and holidays	Seven years after the trip
Health, dietary and passport details given for a trip	Three months after the trip
Trip feedback comments	Two years
Enquiries, emails and chat	Archived after six months and deleted after two years. Claims or contract disputes: six years after the last action

Information	How long
Marketing preferences and mailing list	Until you unsubscribe, or one year after we last had any contact from you
Complaints	Six years from the end of the financial year
Home to School records (child, parent, correspondence)	12 months after your child stops using the service. Travel card taps 13 months; coach positions 14 days; payments six years. Safeguarding records are kept longer where the law or guidance requires
Vehicle CCTV, where fitted	30 days, unless needed as evidence
Website visit statistics	In aggregated form, not linked to any person

More detail is in our Data Retention Policy & Schedule.

7. Cookies and similar technologies

A cookie is a small file a website puts on your device. We use only the ones the website needs to work, so we do not show a cookie banner. We set no advertising or tracking cookies.

Name	What it does	How long
Sign-in session (starts sb-)	Keeps you signed in to My account and your booking	Until you sign out or it expires
basket	Remembers the trips in your basket before you have signed in	14 days, or until you check out
Pop-up reminder (stored in your browser)	Remembers that you closed a notice so it does not keep reappearing	Until you clear your browser's site data
Card payment page	Set by our card payment provider to take payment securely and prevent fraud	See the provider's cookie policy

We measure how many people visit and how fast pages load with Vercel Analytics and Speed Insights. They do not set cookies and do not follow you from site to site. Our address search and maps are provided by Google, which receives your device's address and what you type in the search box when they load. If we ever add anything that sets a cookie that is not strictly necessary, we will ask for your consent first. You can block or delete cookies in your browser settings, but the sign-in and basket will not work without them.

8. Security

We protect your information with access controls, encrypted connections and encrypted storage, and limit who can see it to the staff and suppliers who need it. Access is by individual login, and the people who can see a record are limited by their role. If a breach is likely to put you at risk we will tell you and the Information Commissioner's Office as the law requires. No system is completely secure, so keep your sign-in details to yourself.

9. Links to other websites

Our websites link to other websites. We do not control them and are not responsible for their privacy practices, so read their policies when you leave ours.

10. Your rights

- Be told how we use your information (this policy).
- See a copy of the information we hold about you.
- Have wrong information corrected.
- Have your information deleted. You can delete your account yourself (My account, then Your details; your coach hire or garage trade account; or Account in the Home to School app), or ask us. It closes straight away and your details are deleted on the same date the following month; until then we can reopen it if you ask. If you have a trip or booking still to come, it needs cancelling first. We keep only the booking and payment records the law requires, and tell you what we kept and why. Copies in our backups are never used and are overwritten on their normal cycle.
- Restrict how we use it, or object to our using it for our legitimate interests or for marketing.
- Receive the information you gave us in a portable format, where we use it because of a contract or your consent.
- Withdraw consent at any time.
- Not be subject to a decision made only by a computer that significantly affects you. We do not make such decisions.

To use a right, contact us using the details in section 1. We may ask you to prove who you are. We answer within one month, and tell you if we need longer. It is free unless a request is clearly unfounded or excessive. If you have an online account you can see and change most details under My account. Our Subject Access Request Policy explains how we deal with requests.

To stop marketing, use the unsubscribe link in any email, change it under My account, or ring us.

11. Complaints about your information

If you are unhappy with how we have used your information, tell us and we will look into it and reply within 30 days (see our Complaints Procedure). You can also complain to the Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF; ico.org.uk; 0303 123 1113.

12. Changes to this policy

We will update this policy when what we do changes, and show the date at the top. The latest version is always at www.eliteservicesltd.com/terms#privacy and on our Policies & Procedures page.

Last Review: 31st October 2026

Next Review: 31st October 2027