

goWSB

Mobile application privacy policy

The University of Lancaster ("We") is committed to protecting and respecting your privacy.

SCOPE OF POLICY

This policy (together with our end-user licence agreement as set out at <http://wsb.lancs.ac.uk/legal.php>. ("EULA") and any additional terms of use incorporated by reference into the EULA, together "our Terms of Use") applies to your use of:

- The goWSB mobile application software ("App") available on our site at <http://www.gowsb.com> ("App Site"), once you have downloaded or streamed a copy of the App onto your mobile telephone or handheld device ("Device").
- Any of the services accessible through the App ("Services") that are available on the App Site or other sites of ours ("Services Sites"), unless the EULA states that a separate privacy policy applies to a particular Service, in which case that privacy policy only applies.

This policy sets out the basis on which any personal data We collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how We will treat it.

For the purpose of the Data Protection Act 1998, the data controller is the University of Lancaster of Bailrigg, Lancaster, LA1 4YW.

This policy has been prepared in accordance with the Act.

The App collects data via your Device to provide you with a Service that aims to support greater time flexibility during the co-ordination of children onto walking school buses.

The App can be used either as/by a coordinator ("Coordinator") or parent ("Parent") user. Access levels to the App will depend on whether you are using the App as a Parent or Coordinator.

INFORMATION WE MAY COLLECT FROM YOU

We may collect and process the following data about you:

- "Information you give us (Submitted Information)": You may give us information about you by filling in forms on the App Site, www.gowsb.com and the Services Sites (together "Our Sites"), or by corresponding with us (for example, by e-mail) which is then used to provide you with access to and use of the App. This includes information you provide when you register to use the App Site, download or register an App, subscribe to any of our Services, search for an App or Service, share data via an App's social media functions, and when you report a problem with an App, our Services, or any of our Sites.
- The information you give us as a Parent user may include:
 - Your name.
 - E-mail address.
 - The Device's operating system and browser.
 - goWSB username.
 - goWSB password (encrypted).
 - Your child's first name or non-personal alias (i.e a nick name) (encrypted).
 - Your child's pick-up and drop-off point on the goWSB route.
 - Any other registration information.
- The information you give us as a Coordinator user may include:

- Walking School Bus Coordinator name
 - Walking School Bus Coordinator email address.
 - Name of the school managing each Walking School Bus route.
 - The Device's operating system and browser.
 - goWSB username.
 - goWSB password (encrypted).
 - Walking School Bus route information (including latitude and longitude points).
 - Walking School Bus route name.
 - Real-time location data.
 - Any other registration information.
- **Information we collect about you and your device.** Each time you visit our Sites or use the App We may automatically collect the following information:
 - information stored on your Device, including contact information, friends lists, login information, photos, videos or other digital content and check ins (Content Information)
 - details of your use of any of our Apps or your visits to any of Our Sites including, but not limited to, traffic data, location data, weblogs and other communication data, whether this is required for our own purposes or otherwise and the resources that you access (Log Information).
 - **Location Information.** We may also use GPS, Wi-Fi and cell tower technology to determine your current location. This only applies in the case of Coordinator users. Some of our location-enabled Services require your personal data for the feature to work. If you wish to use the particular feature, you will be asked to consent to your data being used for this purpose. You can withdraw your consent at any time by amending the settings on your Device or by removing the App from your Device.

- **Information We receive from other sources (Third Party Information).** We are working closely with schools that operate Walking School Buses and may receive information about you from them.
- **Unique application numbers:** When you install or uninstall a Service containing a unique application number or when such a Service searches for automatic updates, that number and information about your installation, for example, the type of operating system, may be sent to us.
- **Correspondence information:** If you contact us, We may keep a record of that correspondence, including the content of that correspondence together with personally identifying information such as your name, email or other contact information. You can also provide anonymous feedback by using an email account that does not reveal your identity.

Cookies

We use cookies to distinguish you from other users of the App, App Site, Appstore or Service Site. This helps us to provide you with a good experience when you use the App or browse any of the sites and also allows us to improve the App and Our sites. For detailed information on the cookies We use and the purposes for which We use them, see our Cookie Policy <http://wsb.lancs.ac.uk/legal.php>

Uses made of the information

We use information held about you in the following ways:

- Submitted Information:
 - Parent user
 - As a Parent user, your information will be used for the purposes of enabling you to track the location of your child on the relevant Walking School Bus and to enable you to know the approximate pick-up location and drop-off time of your child on that route.
 - Coordinator user

- As a Coordinator user, your information will be used for the purposes of collecting real-time location data from sources such as GPS, Wi-Fi and cell towers once you install the App to enable Parent users to track the location of their child on the relevant Walking School Bus for which you are a Coordinator. Route information is collected and stored when provided by the School Administrator, including information about route pick-up and drop-off points for each child to enable the management and operation of the relevant Walking School Bus. That information is then processed and transmitted to Parent users for the purposes set out above.
- Device Information:
 - Device information will be used for the purpose of administering your use of the App and ensuring the smooth operation of the App for Parent and Coordinator users.
- Log Information:
 - Log information will be used for the purpose of administering your use of the App and ensuring the smooth operation of the App for Parent and Coordinator Users.
- Location Information:
 - Location information collected from Coordinator users will be used for the purposes of notifying Parent users of the location of the relevant Walking School Bus and drop-off and pick-up information for their child according to the collection points on the relevant Walking School Bus route. This will include tracking, recording and publishing via the App the progress, location and route of the relevant Walking School Bus. Information will be uploaded from the Coordinator user's Device over a secured connection to our servers in order to analyse the data and to provide features to support the usage of the relevant Walking School Bus including the calculation and sharing with Parent users of predicted arrival times and pick-up and drop-off points.
- Third Party Information:

- Third Party Information will be used for the purpose of administering your use of the App and ensuring the smooth operation of the App for Parent and Coordinator Users.
- Correspondence information:
 - Correspondence information will be used for the purposes of responding as necessary to those communications, sending you service related messages and notifications.
- Information collected by us may also be used in order to improve the operation and functionality of the App generally.
- Information collected by us may also be used for research purposes, including (but not limited to) the publication of research papers, conference presentations, and to demonstrate the viability and use of the App more generally. Where information is used by us for research purposes, such information will only be handled and displayed anonymously.

Disclosure of your information

We may disclose some or all of the data We collect from you when you download or use the App to schools and parents registered with the App for the purposes of providing the Services to Parent and Coordinator users.

We may also disclose your personal information to third parties:

- Analytics and search engine providers that assist us in the improvement and optimisation of the App.
- If We are under a duty to disclose or share your personal data in order to comply with any legal or regulatory obligation or request.
- In order to enforce or apply our Terms of Use.
- With Salford University for the purposes of sharing and monitoring application usage data.

Where We store your personal data

The data that We collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). We use third party vendors and hosting partners to provide the necessary hardware, software, networking, storage and related technology required to provide the App. These may be located outside of the EEA. Your information may therefore be processed by staff operating outside the EEA who work for us or for one of our suppliers for the purposes of storage and/or support services for the effective operation of the App. Users should be aware that the location of the walking school bus is sent to Google's App Engine (<https://cloud.google.com/terms/>) and the predicted pick-up and drop-off times are calculated by Google's Direction Services (<https://developers.google.com/maps/documentation/directions>) By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

All information you provide to us is stored on our secure servers and the communication channels are encrypted using secure socket layer (SSL) technology. Where We have given you (or where you have chosen) a password that enables you to access certain parts of Our Sites, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although We will do our best to protect your personal data, We cannot guarantee the security of your data transmitted to Our Sites. Any transmission is at your own risk. Once We have received your information, We will use strict procedures and security features to try to prevent unauthorised access. This may include:

- Information being encrypted via SSL.
- Information only being accessible via a password protected system.

- Firewalls and other security to protection our systems from external attack.
- Using our best endeavours to provide industry standard security.
- Basic Authentication is provided for every communication on top of SSL.
- Passwords are encrypted.

We may collect and store personal data on your Device using application data caches.

Your consent

By submitting your information to us and using the Services, you accept this policy and give us consent to use your information in the way described in this policy. You should not download the App or use the Services if you have any objection to any of the potential uses of your information as described in this policy.

If you do not consent to the processing of your personal data as set out in this policy, We may be unable to provide you with the Services that you wish to obtain from us.

Your rights

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. You can also exercise the right at any time by contacting us at *support@gowsb.org*.

If you do not wish for your personal data to be used for any of the purposes set out in this Privacy Policy you may exercise your right to opt out at any time by contacting us at support@gowsb.org but you should be aware that this may mean that we are unable to provide the Services to you as a result.

Access to information

The Data Protection Act 1998 gives you the right to access information held about you. Your right of access can be exercised in accordance with that Act. Any access request may be subject to a fee of £10 to meet our costs in providing you with details of the information we hold about you.

If you consider that any of the information that we hold about you may need updating or be incorrect, please advise us by email to support@gowsb.org. Alternatively, if you wish for us to delete any of the information that we hold about you, please advise us by email to the aforementioned address.

Information retention

Information provided by you or relating to you will be retained for as long as it is necessary to do so in order to provide you with the Services in accordance with the terms of this policy and the Data Protection Act 1998.

Once information is no longer required, it will be securely destroyed.

Changes to privacy policy

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail or when you next start the App. The new terms may be displayed on-screen and you may be required to read and accept them to continue your use of the App or the Services.

Contact

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to *support@gowsb.org*.