

goWSB website (www.gowsb.com)

Privacy policy

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

This policy (together with our terms of use <http://wsb.lancs.ac.uk/legal.php> and any other documents referred to on it) 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. By visiting www.gowsb.com you are accepting and consenting to the practices described in this policy.

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

This policy has been prepared in accordance with the Act.

Information We may collect from you

We may collect and process the following data about you:

- **Information you give us.** You may give us information about you by filling in forms on our site www.gowsb.com (the "Site") or by corresponding with us by phone, e-mail or otherwise. This includes information you provide when you register to use the Site, subscribe to any service provided on the Site, search for the goWSB App or when you report a problem with the Site.
- **Information provided by schools/coordinators and parents:** Schools/coordinators and parents registered to use the goWSB App may give us the following information to enable them to use the goWSB App. This information will be stored on the Site:
 - **Parents**
 - Name.

- Email address.
 - Device's operating system and browser.
 - goWSB username
 - goWSB password (encrypted).
 - Child's first name or non-personal alias (i.e. a nickname)(encrypted).
 - Child's pick-up and drop-off point on the goWSB route.
 - Any other registration information.
- **Schools/co-ordinators**
 - Walking School Bus Coordinator name.
 - Walking Bus Coordinator email address and phone number.
 - Name of the school managing the Walking School Bus route.
 - Device's operating system and browser.
 - goWSB username.
 - goWSB password (encrypted).
 - Walking School Bus route information.
 - Walking School bus route name.
 - Any other registration information.
- **Information We collect about you:** With regard to each of your visits to our Site We may automatically collect the following information:
 - technical information, including the Internet protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform;

- information about your visit, including the full Uniform Resource Locators (URL) clickstream to, through and from our site (including date and time); products you viewed or searched for; page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page and any phone number used to contact us. This information will assist us to ensure that We are making our site as easily accessible to as many users as possible.
- **Information We receive from other sources.** We may receive information about you if you use any of the other websites We operate or the other services We provide. In this case We will have informed you when We collected that data that it may be shared internally and combined with data collected on this site.

Cookies

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. 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*](http://wsb.lancs.ac.uk/legal.php)

Uses made of the information

We use information held about you in the following ways:

- **Information you give to us.** We will use this information:
 - to carry out our obligations arising from any contracts entered into between you and us and to provide you with the information and services that you request from us (the goWSB App);
 - to provide you with information about other goods and services We offer that are similar to those that you have already used or enquired about;
 - to notify you about changes to our service;

- to ensure that content from our site is presented in the most effective manner for you and for your computer.

- **Information provided by schools/coordinators and parents:** We will use this information:
 - to permit you to use the goWSB App as a parent or coordinator user as appropriate.
 - to provide you with access to the services provided by the goWSB App.

- **Information We collect about you.** We will use this information:
 - to improve our site to ensure that content is presented in the most effective manner for you and for your computer;
 - to allow you to participate in interactive features of our service, when you choose to do so;
 - as part of our efforts to keep our site safe and secure;
 - to measure or understand the effectiveness of advertising We serve to you and others, and to deliver relevant advertising to you;

- **Information We receive from other sources.** We may combine this information with information you give to us and information We collect about you. We may use this information and the combined information for the purposes set out above (depending on the types of information We receive).

- 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 goWSB 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 share your information with selected third parties including:

- Analytics and search engine providers that assist us in the improvement and optimisation of our site.
- Schools for the purposes of administering and managing the operation of the site.
- 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 Site. 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 Site. 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 the Site, 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 the Site. 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 protect our systems from external attack.
- Using our best endeavours to provide industry standard security.
- Passwords are encrypted. Basic Authentication is provided for every communication on top of SSL.

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.com***

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.com*** but you should be aware that this may mean that We are unable to provide certain services to you as a result.

Access to information

The Act gives you the right to access information held about you. Your right of access can be exercised in accordance with the 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.com*. 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 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 our 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. Please check back frequently to see any updates or changes to our privacy policy.

Contact

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