

London Cable Car – Customer Privacy Notice

At the First London Cableway, we are committed to protecting your personal data and respecting your privacy. This notice explains how we collect, use, and safeguard your information when you interact with us.

1. Who We Are

The London Cable Car is operated in by First London Cableway in partnership with Transport for London (TfL). We are the data controller of the personal information you provide when you use our services.

2. Information We Collect

We may collect and process the following types of personal data:

- **Contact details:** name, email address, phone number (e.g., when making an enquiry or booking a group visit).
- **Payment information:** card details (processed securely via our payment provider (Adyen); we do not store full card numbers).
- **Travel information:** date and time of travel, ticket type, and usage data.
- **Customer feedback:** survey responses, complaints, or compliments.
- **Digital interactions:** information collected through our website, such as cookies, IP address, and browsing behaviour.

3. How We Use Your Information

We use your personal data to:

- Provide and manage your travel and ticket purchases.
- Respond to enquiries, feedback, or complaints.
- Improve our services and customer experience.
- Send important service updates (e.g., operational changes or safety notices).
- Comply with legal and regulatory obligations.

We will only send you marketing communications if you have given us consent. You can withdraw your consent at any time.

4. Legal Basis for Processing

We process your personal data under the following legal bases:

- **Contract** – to provide the services you have requested.
- **Legal obligation** – to comply with applicable laws and regulations.
- **Legitimate interests** – to improve services, ensure safety, and prevent fraud.
- **Consent** – when you agree to receive marketing communications.

5. Sharing Your Information

We may share your data with:

- Our trusted service providers; including, but not limited to Transport for London (TfL), Ventrata Limited and Adyen.
- Regulatory and law enforcement bodies, if required.

We never sell your personal data.

6. Data Security

We use appropriate technical and organisational measures to protect your personal information from loss, misuse, unauthorised access, disclosure, alteration, or destruction.

7. Data Retention

We keep your personal data only for as long as necessary to fulfil the purposes outlined in this notice, and in accordance with legal and regulatory requirements.

8. Your Rights

You have the right to:

- Access the personal data we hold about you.
- Request correction of inaccurate data.
- Request deletion of your data where appropriate.
- Object to processing based on legitimate interests.
- Withdraw consent for marketing communications.
- Lodge a complaint with the UK Information Commissioner's Office (ICO).

9. Contact Us

If you have any questions about this privacy notice or how your data is used, please contact us:

Data Protection Officer
dpo@firstcustomercontact.com or
First London Cableway,
Edmund Halley Way
London
SE10 0FR