

Privacy Statement

Privacy Policy

Who We Are

Barnes Coaches LTD is a coach operator based in Swindon, Wiltshire operating a wide range of services for group travel, including private hire, day excursions, theatre shows, concerts and UK & European Coach Holidays.

We are committed to protecting your privacy and the confidentiality of your personal information in accordance with applicable data protection laws.

We are registered with the Information Commissioner's Office as a Data Controller under

Barnes Coaches LTD

Registered Address: 2 Communications Road, Greenham Business Park, Newbury, Berkshire, RG19 6AB

ICO Registration Number: Z7342895

Company registration Number: 03720483

This Privacy Policy outlines how we collect, use, disclose, and protect personal data.

If you have any questions about our privacy practices, please contact our team at:

data.protection@coachtravelgroup.com

For general questions please contact: travel@barnescoaches.co.uk

Group

Barnes Coaches LTD is part of The Coach Travel Group.

The Coach Travel Group is a UK-based group who operates as a network of established regional coach companies working together under one national group, combining local expertise with nationwide coverage.

For more information about the group please see: <https://coachtravelgroup.com/about-us>

For general enquires in regard to the group, please contact via:

<https://coachtravelgroup.com/contact-us>

Each operating company within The Coach Travel Group is responsible for processing personal data relating to its own customers and employees.

Collection of Personal Information

Personal data, or personal information, means any information about an individual from which that person can be identified. Personal data collected may include names, contact details, payment information, and other relevant information necessary for the provision of services.

We collect personal information from employees, customers, suppliers, and other individuals for specific business purposes, such as recruitment, bookings, and service delivery.

We collect personal data in the following ways:

- When you make a booking
- When you contact us by phone, email, or website forms
- When you sign up for marketing communications
- When you apply for employment
- When you interact with our website (cookies and analytics)
- When CCTV systems capture footage on our vehicles or premises

Use of Personal Information

We use your personal data in several ways:

Processing Bookings

We use your name, contact details, booking details, and payment information to:

- Process and confirm your bookings
- Take payment and issue invoices
- Send booking confirmations and updates
- Manage cancellations, amendments, or refunds
- Respond to queries relating to your booking

Our lawful basis for this processing is Article 6(1)(b) UK GDPR – performance of a contract, as the processing is necessary to fulfil our contractual obligations to you.

Managing Employee Records

We collect and process personal data relating to employees, contractors, and job applicants to:

- Administer recruitment and onboarding processes
- Manage payroll, pensions, tax, and benefits
- Maintain employment records
- Monitor performance and training
- Comply with employment, tax, and health & safety obligations

The lawful bases for this processing include:

- Article 6(1)(b) – performance of an employment contract
- Article 6(1)(c) – compliance with legal obligations
- Article 6(1)(f) – legitimate interests in managing our workforce
- Where special category data is processed (e.g., health information), we rely on Article 9(2)(b) (employment law obligations) or other relevant lawful bases.

Communicating With You

We use your personal data to:

- Respond to enquiries

- Provide customer support
- Send service-related updates
- Notify you of changes to our services, policies, or terms
- Contact you regarding safety, security, or operational matters

The lawful basis for this processing is:

- Article 6(1)(b) – performance of a contract
- Article 6(1)(f) – legitimate interests in providing effective customer service

Improving Our Services

We analyse personal data such as booking patterns, feedback, and website usage to:

- Improve customer experience
- Develop new services or offerings
- Monitor service performance
- Identify and resolve technical issues

Where possible, data is anonymised or aggregated.

The lawful basis for this processing is Article 6(1)(f) – legitimate interests, as it helps us improve our services and business operations.

Conducting Market Research

We may use your contact details and booking history to:

- Conduct customer satisfaction surveys
- Invite participation in research
- Understand customer preferences
- Evaluate service quality
- Participation in surveys is voluntary

The lawful basis is Article 6(1)(f) – legitimate interests, and where required, Article 6(1)(a) – consent. We use this to ensure that we are providing the right services in the most effective ways.

Security Management

We utilise CCTV and AI Camera on our coaches and in our depots.

- We believe that such use is necessary for legitimate business purposes, including:
- to prevent crime and protect buildings and assets from damage, disruption, vandalism and other crime;
- for the personal safety of staff, visitors, customers and other members of the public and to act as a deterrent against crime; to support law enforcement bodies in the prevention, detection and prosecution of crime;
- to assist in day-to-day management, including ensuring the health and safety of staff and others; to assist in the effective resolution of disputes which arise in the course of disciplinary or grievance proceedings; to investigate any accident or incidents that occur as part of our coach travel services and to ascertain as much information as possible as to possible cause(s) of the incident(s)/accident(s)

In certain circumstances, we may need to disclose images to law enforcement agencies. This will only be done where there is a legal basis to do so.

The lawful basis: Article 6(1)(f) – legitimate interest. Ensuring a safe environment for all stakeholders within the business.

Clear signage is displayed on our vehicles and premises to inform individuals that CCTV is in operation.

Marketing Communications

Where you have previously booked or purchased services from us, or requested information, a quotation, or other services, we may send you marketing communications about similar services under the “soft opt-in” rule, unless you have opted out.

We may use your name, contact details, and booking history to assess whether our products, services, or offers may be relevant to you. We do not use profiling or automated decision-making tools.

This may include:

- Sending promotional emails or newsletters
- Informing you of special offers or new services
- Personalising marketing communications

Our lawful basis for marketing is Article 6(1)(a) – consent, where required and Article 6(1)(f) – legitimate interests, where we are permitted to market similar services to existing customers.

You have a choice about whether you wish to receive marketing information from us. You have the absolute right to object to us processing your personal information for marketing purposes and to withdraw your consent when that is the basis we rely on.

You can exercise these rights and change your marketing preferences at any time by contacting the group marketing department on marketing@coachtravelgroup.com who will apply these changes locally.

Cookies and Tracking Technologies

Our website uses cookies and similar technologies to improve functionality, analyse website usage, and enhance user experience. Cookies are small text files stored on your device when you visit a website.

When you visit our website, we may automatically collect technical data including your IP address, browser type, device information, and pages visited through cookies and analytics tools.

We use different types of cookies including strictly necessary cookies required for the operation of the website, and analytics cookies which help us understand how visitors interact with our website.

Where required by law, we will ask for your consent before placing non-essential cookies on your device. You can manage or withdraw your consent at any time through the cookie preferences tool on our website or through your browser settings.

Disclosure of Personal Information

Personal data may be shared with third parties. We ensure that third parties processing personal data on our behalf adhere to data protection standards and confidentiality requirements.

We may share your information with the following:

- Payment service providers – to process payments for bookings
- Booking and reservation system providers – to manage ticketing and reservations
- IT service providers and website hosting companies – to maintain and support our systems and online services
- Customer communication providers – such as email or SMS platforms used to send booking confirmations or service updates
- Insurance providers – in the event of accidents, incidents, or claims
- Legal advisers and professional consultants – including solicitors, accountants, and auditors where required
- Law enforcement or regulatory authorities – where disclosure is required by law or for the investigation of incidents
- Local authorities or transport authorities – where necessary for licensing, regulation, or contractual services
- CCTV system providers – for the maintenance and operation of onboard security systems
- Emergency services – where necessary to protect the health or safety of passengers

Personal data is shared with such recipients only to the extent necessary and in compliance with applicable data protection laws.

We do not sell or rent personal data to third parties for marketing purposes, but we may share your information with any of our companies within the wider group.

[Meet Our Operators | The Coach Travel Group](#)

If we sell or buy any business or assets, we may disclose your personal data to the prospective seller or buyer of such business or assets.

Data Security and Retention

We implement technical and organisational measures to protect personal data from unauthorised access, disclosure, alteration, and destruction.

We will hold your data for no longer than we need it to fulfil the purposes for which it was collected, including legal, accounting, or reporting requirements.

The periods of retention will be dependent on our relationship with you and why we are processing your data. We may have legal reasons, such as a financial obligation, to keep your data beyond its immediate use, but this will never be for longer than industry standard.

Examples of data retention are outlined below; however, this list is not exhaustive and may not be limited to the items specified.

Data Type Typical Retention

Payment records	6 years
CCTV footage	typically 30–90 days unless required for investigation
Recruitment data	6–12 months

Data Subject Rights

Under the UK GDPR and other information rights laws, you have rights as an individual to ask for information we hold about you in a recorded form.

You have the following rights under UK GDPR:

- **Right of access** – request a copy of your personal data
- **Right to rectification** – request correction of inaccurate data
- **Right to erasure** – request deletion of personal data where appropriate
- **Right to restrict processing** – request limited use of your data
- **Right to data portability** – request your data in a portable format
- **Right to object** – object to certain processing including marketing
- **Rights relating to automated decision making and profiling**

Read more about them [here](#).

The data protection team will manage responses to individual rights requests.

We will be as open as possible when it comes to giving you access to your personal information. You can find out if we hold any personal information about you by making a subject access request under the UK GDPR.

If we do hold information about you, we will:

- Give you a description of it
- Tell you why we are holding it
- Tell you who it could be disclosed to
- Let you have a copy of the information in an intelligible form.

When we receive a request, we may ask for you to provide further information to confirm your identity, or to help us answer your request. To enable us to process your request we will share details of your request with other relevant staff members to help us respond to you. We have one calendar month to provide you with the information you requested or to notify you that we have amended or erased your information accordingly.

Our services and booking system are intended for adults, and we do not knowingly collect personal data directly from children through our website or booking systems. Children are not permitted to make bookings themselves.

However, children may be incidentally captured by cameras installed on our coaches. These cameras are used for safety, security, and incident investigation purposes.

Camera footage is processed in accordance with applicable data protection laws and is only accessed where necessary for safety, security, or legal reasons. Footage is retained for a limited period and then securely deleted.

Parents or guardians may exercise data protection rights on behalf of their children.

How to Make a Request

To make a request for any personal data, or to ask us to correct any mistakes on information we hold on you please contact data.protection@coachtravelgroup.com

If you have any concerns about how we handle your personal data, you have the right to make a complaint to us directly.

We encourage you to contact us in the first instance so we can try to resolve your concern.

You can do this by contacting us at:

Email: dataprotectionconcerns@coachtravelgroup.com

If you are not satisfied with our response, you have the right to lodge a complaint with the Information Commissioner's Office (ICO).

You can find more details [here](#).

Data Transfers

Personal data may be transferred to countries outside the European Economic Area (EEA) for business purposes. We ensure that appropriate safeguards are in place to protect data during international transfers.

These include:

- Only allowing your personal data to be processed in countries which are deemed to have adequate protection for personal data and/or:
- Entering appropriate contracts which have adequate protection for your personal data.
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Changes to this Privacy Policy

We reserve the right to update this Privacy Policy from time to time. Updates to this Privacy Policy will be published on our website.

This Privacy Policy was last updated on 17/06/2026