

## Your Data – SPT and the ZoneCard Travel Diary

- SPT are administrators of the ZoneCard ticketing arrangement, and SPT undertakes this role on behalf of the public transport operators who accept ZoneCard tickets (the “**ZoneCard Participating Operators**”).
- As a ZoneCard holder, you have the option of completing a week-long travel diary detailing all the journeys that you make with your ZoneCard (a “**ZoneCard Travel Diary**”). You are not obliged to complete this diary, and although SPT may invite you to do so, you can decline to complete it.
- If you complete and submit your ZoneCard Travel Diary to SPT at 131 St Vincent Street, Glasgow G2 5JF or via the ZoneCard App, you will have the chance to win a voucher which can be redeemed against your next ZoneCard purchase.
- We collect and use the following personal information about you that you provide through your ZoneCard Travel Diary:
  - Full name;
  - Full postal address;
  - Telephone number;
  - E-mail;
  - Gender;
  - Age group; and
  - Information relating to the journeys that you make using your ZoneCard.

If you contact SPT, we may also keep a record of that correspondence as long as is reasonably necessary.

- SPT collects and uses your personal information provided and collected through your ZoneCard Travel Diary only to:
  - Enable SPT to analyse how ZoneCard holders use their cards, for the purposes of determining how ZoneCard revenue should be shared with the ZoneCard Participating Operators;
  - Where you are eligible, provide you with a ZoneCard voucher; and
  - Where you agree, to contact you to confirm details of journeys in your Travel Diary, to inform SPT's analysis of travel patterns.
  
- If you do not wish SPT to use your personal information as described above then you should not submit your completed ZoneCard Travel Diary to SPT.
  
- As and when any changes are made to the information SPT receives from you in connection with the use of your ZoneCard, this notice will be updated.

**Your rights and how to exercise those rights.**

We have a special part of our website dedicated to the new rights that data subjects have under the GDPR. You can find that [here](#).