

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 will keep ZoneCard Travel Diary information for one (1) year after which it will be destroyed.
- 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; and
 - Where you are eligible, provide you with a ZoneCard voucher.
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- 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](#).