

## Privacy Policy

**Effective Date:** 05/03/2025  
**Last Updated:** 05/03/2025

South West Coach Lines

South West Transit Group  
ABN: 60 952 057 501

Thank you for using South West Coach Lines ("the App"). Your privacy is important to us, and this Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our services.

38 Cook Street, Busselton WA 6280

**PHONE** 08 9753 7700

**EMAIL** [bookings@swcl.com.au](mailto:bookings@swcl.com.au)  
[southwestcoachlines.com.au](https://southwestcoachlines.com.au)

### 1. Information We Collect

We collect the following types of information when you use the App:

- **Personal Information:** When you book a ticket, create an account, or contact support, we may collect your name, email address, phone number, and payment information.
- **Trip & Booking Information:** Details of your bus bookings, including route, date, time, and number of passengers.
- **Location Data:** When you track a bus, we may collect real-time location data to show you the bus's live position.
- **Friends & Family Ticketing:** If you purchase tickets for others, we may collect their names and contact details.
- **Device Information:** We may collect information about your device, such as IP address, operating system, and app usage statistics.

### 2. How We Use Your Information

We use the information collected to:

- Process and manage your bus ticket bookings through [Customlinc](#)
- Provide real-time bus tracking using [Verizon Connect](#).
- Enable ticket purchases for friends and family.
- Improve customer support and service experience.
- Enhance security and prevent fraud.
- Send notifications and updates related to bookings, bus status, and app updates.
- Store relevant data securely on [AWS](#).

### 3. How We Share Your Information

We do not store or process payment details, including credit card information. All payment transactions are securely handled by [WindCave](#), and we do not retain any financial data within our systems.

We do not sell your personal information. However, we may share it in the following circumstances:

- **With Bus Operators:** To confirm your booking and facilitate travel services.
- **With Payment Providers ([WindCave](#)):** To process transactions securely.
- **With Service Providers:** For app maintenance, analytics, and customer support.
- **Legal Requirements:** If required by law or to protect rights, safety, and security.

### 4. Data Retention

We retain your personal information only for as long as necessary to provide our services and comply with legal obligations. Bus tracking and booking data will be stored securely on **AWS servers**.

## 5. Security Measures

We implement appropriate security measures to protect your data from unauthorised access, alteration, disclosure, or destruction. This includes encryption, access controls, and regular security assessments.

## 6. Your Rights & Choices

You have the right to:

- Access, update, or delete your personal information.
- Opt out of marketing communications.
- Restrict or object to data processing in certain cases.

## 7. Third-Party Services

Our App integrates with [Customlinc](#) for bookings, [Verizon Connect](#) for bus tracking, and [WindCave](#) for payments. Additionally, we may contain links to third-party services such as bus operator websites. We are not responsible for their privacy practices.

## 8. Login & Account Requirements

To access certain features, such as ticket booking and bus tracking, users must **log in** to the app with their account credentials.

## 9. Children's Privacy

Our services are not intended for children under 13, and we do not knowingly collect their personal information.

## 10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted within the App, and we encourage you to review it periodically.

## 11. Business Information

This app is operated by South West Transit Group. For any privacy-related inquiries, please contact us at [bookings@swcl.com.au](mailto:bookings@swcl.com.au)

## 12. Contact Us

If you have any questions or concerns regarding this Privacy Policy, please contact us at [bookings@swcl.com.au](mailto:bookings@swcl.com.au)