

**PRIVACY NOTICE  
COACH HEROES PRIZE PROMOTION COMPETITION**

**1. Who does this privacy notice apply to, and what is it about?**

This privacy notice applies to you if you have taken part in our “Coach Heroes” competition and is compliant with the [“Coach Heroes Prize Promotion Competition Terms and Conditions”](#) or submitted any personal data to us as a result of this competition.

This privacy notice explains:

- who is the controller of your personal data;
- what personal data we collect about you;
- what we do with your personal data and on what is the legal basis;
- your rights in respect of your personal data; and
- what to do if you have any questions or complaints about our use of your personal data.

We take your privacy very seriously and are committed to abiding by the Data Protection Laws which protect your privacy.

It is your responsibility to read this privacy notice.

National Express require all entrants to comply in full with the [Competition Terms and Conditions](#).

**2. Who is the controller of your personal data?**

National Express Limited, trading as National Express, is the controller of your personal data. National Express Limited, will process your personal data fairly, lawfully and in a transparent manner we will ensure your personal data is:

- Only obtained and processed for the specified, explicit and legitimate purposes and not further processed in a manner that is not compatible;
- Adequate, relevant and limited to what is necessary in relation to the purpose;
- Accurate and, where necessary, kept up to date;
- Kept in a form which permits the identification of the individual, (data subject) to whom the personal data relates to and is kept no longer than is necessary;
- Processed in line with our security controls; and
- Have clear accountable controls to ensure compliance with this privacy notice and processing operations.

**3. What personal data do we collect about you, and how?**

By taking part in this campaign, we may collect the following types of personal data about you:

- Your surname only
- Your mobile telephone numbers
- Your email address

In addition, each time you visit our website to complete a nomination form we may automatically collect the following information:

- technical data, including:
  - IP address;
  - browser type and version;
  - time zone setting and location; and
  - operating system and platform;
- transaction data, including:
  - the full Uniform Resource Locators (URLs) clickstream to, through and from our website (including date and time); and
  - time on page, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks and mouse-overs) and methods used to browse away from the page.

**We collect your personal data for this competition from you:**

- when you submit your nomination form on our website

**4. What do we do with your personal data and on what legal basis?**

We use your personal data for the following purposes and describe below the legal basis on which we process your personal data:

<b>Purpose</b>	<b>Legal basis</b>	<b>Explanation</b>
<ul style="list-style-type: none"><li>• To nominate our coach drivers or customer service team members who have made a positive impact on your experience when travelling with us</li></ul>	<ul style="list-style-type: none"><li>• Consent</li><li>• Legitimate interest</li></ul>	<ul style="list-style-type: none"><li>• To use your nomination comments or expressions about a National Express employee for publicity purposes in a way which positively promotes the work and reputation of the organisation / employees and does not damage the character of the entrant or the employee represented in the nomination</li></ul>
<ul style="list-style-type: none"><li>• To contact you if you have been selected as a winner of our competition</li></ul>	<ul style="list-style-type: none"><li>• Consent</li><li>• Legitimate interest</li></ul>	<ul style="list-style-type: none"><li>• To update you by email with regards to your winning entry and to arrange for your prize</li></ul>
<ul style="list-style-type: none"><li>• To administer and manage our website and apps, including troubleshooting and testing</li><li>• To ensure that our website content is presented to customers in the most effective and tailored manner</li><li>• For data analysis, research, statistical and survey purposes</li></ul>	<ul style="list-style-type: none"><li>• Legitimate interest</li><li>• Consent (to our use of cookies)</li></ul>	<ul style="list-style-type: none"><li>• Providing an efficient and tailored means for customers to get information about our products and services</li></ul>

National Express relies on Article 6 (1) (a) the data subject, (“Competition Entrant” and/or “Nominated Employee”) who by taking part has given consent to the processing of his or her personal data for one or more specific purposes; as the lawful basis for processing personal data that forms part of the [Coach Heroes Prize Promotion Competition Terms and Conditions](#).

The categories of personal data that may be captured are as follows:

- First and Last Name;
- Year of Birth;
- Email Address;
- Mobile Telephone Number;
- Town/City, County; and
- For entrants of the competition, a document showing year of birth and proof they are a UK resident. We will not seek to obtain or hold official government documents, (e.g., passports, ID cards etc).

**5. What if we have obtained your consent to use your personal data?**

By submitting your Coach Heroes nomination form and therefore entering our competition, you are providing National Express your consent to process your personal data. You may withdraw that consent at any time by contacting us and asking for your nomination to be

deleted prior to the competition closing date (23:59 15 July 2026) by emailing: [pressoffice@nationalexpress.com](mailto:pressoffice@nationalexpress.com).

Where you have consented to the use of cookies, you may withdraw that consent at any time by changing your cookie settings as explained in our [cookie policy](#).

## **6. Who will we share your personal data with?**

We may share your personal data with:

- other National Express Group companies;
- social media companies, including Facebook, Instagram and/or X;
- our suppliers, sub-contractors, business partners and our brand ambassadors who help us to provide our products and services to you;
- suppliers who provide us with analytics, customer insights and market research
- other business partners in connection with the provision of their products and services to you;
- our legal and professional advisors;
- analytics and search engine providers that assist us in the improvement and optimisation of our websites; and
- other companies that take on any part of our business as a result of a restructure, merger or transfer of that part of our business.

We do not accept any responsibility or liability for these notices or policies or the third parties' handling of your personal data. Please check the relevant third party's privacy notice before you submit any personal data to their respective websites.

## **7. Do we transfer your personal data outside of the UK?**

We transfer personal data outside the UK, EU/EEA and when doing so we will comply with the Data Protection Act and Regulatory Requirements. We will ensure personal data is only transferred to a country with adequate safeguards and where the country meets applicable data privacy laws and regulations.

## **8. For how long will we process your personal data?**

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including satisfying any legal, regulatory and if applicable ticketing and accounting purposes or in respect of our relationship with you.

Where we process your personal data based on:

- your consent, we will process such personal data from the date of entry to the Coach Heroes Competition and no longer than 60 days after competition closing date, and/or where you withdraw that consent. Please bear in mind that it may take a short time to process any withdrawal of your consent. We aim to do this within 72 hours of receipt of your request to no longer take part in the competition.

## **9. What rights do you have in relation to your personal data?**

You have a number of rights under Data Protection Laws in relation to your personal data. These include the right, subject to exceptions, to:

- request access your personal data;
- request rectification or erasure of your personal data;
- right to object to the automated processing of your personal data;
- request restrictions on the processing of your personal data; and
- object to our processing of your personal data.

You also have the right in some circumstances to receive a copy of your personal data in a portable format. This right is limited to personal data you have provided to us and is processed on the basis of your contract with us and/or your consent.

If you wish to exercise any of these rights and/or request a portable copy of the data that you have provided and is processed on these bases, please contact the National Express UK Data Protection Officer, (details below).

**10. What should you do if you have any questions or complaints?**

If you have any questions or complaints about how we process your personal data, or otherwise about the matters set out in this privacy notice, please contact the National Express UK Data Protection Officer at:

- In regards to the Coach Heroes Competition email: [pressoffice@nationalexpress.com](mailto:pressoffice@nationalexpress.com)  
Or for data protection email: [data.protection@nationalexpress.com](mailto:data.protection@nationalexpress.com)

You also have the right to complain to National Express if you feel your personal data is not being processed in line with this privacy policy and if you are not satisfied with National Express as a Data Controller response you can complain to the UK Information Commissioner's Office about how we use your personal data and can contact them on their helpline: 0303 123 1113 or website at <https://ico.org.uk/>