

Privacy Policy

Sites covered by this Policy Statement

This Privacy Statement applies to all Great Western Railway Ltd. owned websites and domains, and our wholly owned subsidiaries (Great Western Railway Ltd. websites.)

Links to non-Great Western Railway Ltd. websites

The Great Western Railway Ltd. websites may provide links to third-party websites for your convenience and information. If you access those links, you will leave the Great Western Railway Ltd. website. Great Western Railway Ltd. does not control those sites or their privacy practices, which may differ from Great Western Railway Ltd. We do not endorse or make any representations about third-party websites. The personal data you choose to give to unrelated third parties is not covered by the Great Western Railway Ltd. Privacy Statement. We encourage you to review the privacy policy of any company before submitting your personal information. Some third-party companies may choose to share their personal data with Great Western Railway Ltd.; that sharing is governed by that third-party company's privacy policy.

Types of information we collect

This Privacy Statement covers personal information, non-personal data collection and aggregate reporting.

Personal information is information that is associated with your name or personal identity. Great Western Railway Ltd. uses personal information to understand better your needs and interests and to provide you with better service. Once you choose to provide us with personal information, you can be assured it will be used only to support your customer relationship with Great Western Railway Ltd. We take seriously the trust you place in us. Great Western Railway Ltd. will not sell, rent or lease your personal information to others.

On some pages and links at Great Western Railway Ltd., you can request information or subscribe to marketing or support materials available along the Great Western Railway Ltd. Rail lines. The types of personal information you provide to us on these pages may include name, address, phone number, e-mail address and contact preferences.

Non-personal information is data about usage and service operation that is not associated with a specific personal identity. Great Western Railway Ltd. collects and analyzes non-personal information to evaluate how visitors use the Great Western Railway Ltd. website.

Non-personal data we collect may include the pages visited on the Great Western Railway Ltd. websites, unique URLs¹ visited within our website, browser type and IP address. Most non-personal data is collected via cookies or other analysis technologies.

How we use your information

Great Western Railway Ltd. uses your personal information to provide you with services and to help us better understand your needs and interests. Specifically, we use your information to help you complete a transaction or order, to communicate with you, to provide service and support, to update you on services and benefits, to personalize promotional offers and to personalize the Great Western Railway Ltd. website. Occasionally we may also use your information to contact you for market research regarding Great Western Railway Ltd. products or services. We will give you the opportunity to choose your privacy preferences

regarding such communications. You may, at any point, contact us to request an opt-on on future communication.

Personal data collected online may also be combined with information you provide Great Western Railway Ltd. through other sources such as product registration, call centers or public events such as trade shows or seminars.

Non-personal data is aggregated for reporting about Great Western Railway Ltd. website usability, performance and effectiveness. It is used to improve the customer experience, usability and site content.

Who we share your information with

Great Western Railway Ltd. will not sell, rent or lease your personal information to others. Great Western Railway Ltd. will not share your personal information with third parties except in responding to your requests for products or services. Your permission will be requested when you submit your information. Great Western Railway Ltd. shares customer information across Great Western Railway Ltd. -owned business entities and companies working on our behalf, but only as required to meet your product or service requirements.

Great Western Railway Ltd. occasionally may contract with third-party service providers and suppliers to deliver complete products, services and customer solutions. Suppliers and service providers are required to keep confidential the information received on behalf of Great Western Railway Ltd. and may not use it for any purpose other than to carry out the services they are performing for Great Western Railway Ltd. These service providers may change or we may contract with additional service providers to better accommodate our customers. Great Western Railway Ltd. will not share personal information with any other third parties without your permission, unless required by law enforcement action, subpoena, or local law.

Your Choices

Great Western Railway Ltd. gives you the choice of receiving a variety of information that complements our products and services. You can subscribe to receive certain product- and service-specific information and Great Western Railway Ltd. -wide marketing communications. Great Western Railway Ltd. -wide communications may include new product information, special offers, or an invitation to participate in market research. We give you a choice regarding delivery of Great Western Railway Ltd. -wide communications by postal mail, e-mail and telephone. You can make or change your choices at the data collection point. We will make every effort to honour your preferences. This option does not apply to communications for the purpose of administering order completion, contracts, support, product safety warnings or driver updates.

Access to and accuracy of your information

Great Western Railway Ltd. strives to keep your personal information accurate. We have implemented technology, management processes and policies to maintain customer data accuracy. We will provide you with access to your information, including making reasonable effort to provide you with online access and the opportunity to change your information. To protect your privacy and security, we will also take reasonable steps to verify your identity, such as a password and user ID, before granting access to your data. Certain areas of Great Western Railway Ltd. websites may limit access to specific individuals through the use of passwords and other personal identifiers.

Keeping your information secure

Great Western Railway Ltd. is committed to protecting the information you provide us. To prevent unauthorized access or disclosure, to maintain data accuracy, and to ensure the appropriate use of the information, Great Western Railway Ltd. has in place appropriate physical and managerial procedures to safeguard the information we collect.

Contacting us

We value your opinions. If you have comments or questions about our privacy policy, please send them to:

*Andrew Glastetter
General Manager
Great Western Railway Ltd.
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This privacy statement applies to Canada