

GoBus Passenger Portal: Privacy Notice

Last updated: October 2026

This notice explains how Go-Coachhire Ltd (trading as GoBus) (“we”, “us”, “our”) uses your personal data when you use the GoBus Passenger Portal (“the Portal”), which lets you create an account, view your journey and payment-related history, raise support queries and manage your travel activity with us. Please read this alongside our main privacy notice at www.gobus.uk/user-policies/privacy, which covers our other services.

Who we are

GoBus is the data controller for your personal data shown in the Portal, meaning we decide how and why it is used. The Portal itself is built and run for us by Ticketer (Corvia Limited), our technology partner, who processes your data on our behalf and under our instructions.

Data controller	Go-Coachhire Ltd (trading as GoBus), company number 06490924
Registered address	Bus Depot, London Road, Swanley, Kent BR8 8BY
ICO registration number	ZB163506
Data protection contact	Operations Director (data protection lead), info@gobus.uk

What personal data we collect

We collect and process the following personal data through the Portal:

Category	What this includes
Identity data	Your name, surname and email address.
Account and login data	Your password and information about your login activity.
Travel history	Your journey history and related travel activity shown in the Portal, including the times and bus stop locations at which your card was tapped.
Ticketing and purchase history	Your ticket purchase history and the charges made against your payment card.
Account status	Whether your account is active or deleted.
Payment-related information	If you attach a payment card: a masked version of your card number (the first 6 and last 4 digits), its expiry date, the card sequence number, the type of payment device used (for example a card, phone or watch), a Payment Account Reference and payment tokens. To attach a card you enter its full card number and expiry date (and, for some cards, its security code); these are used only to create a secure payment token and are not kept afterwards. We do not keep your full card number: card payments are encrypted at the card reader and handled directly by our payment provider, Monet or Shift4.
Technical data	Login and security logs, and device or connection information where this is captured for security purposes.
Support data	Information you give us if you contact support with a query or issue. If you contact support without having a Portal account, we use your name and email address only to deal with your query; no account is created.

We do not collect any special category data (such as health, racial or ethnic origin, or religious belief) or criminal offence data through the Portal.

If you tap to pay on our services without a Portal account, only the masked card details and payment references described above are created for that journey. No account, identity data or account-linked travel history is created.

How we use your data, and our legal basis for doing so

We use your personal data to let you create and manage your Portal account, view your journey and payment-related history, and to support the delivery of our travel services to you. We rely on the following legal bases:

- Performance of a contract with you (Article 6(1)(b) UK GDPR): to provide the travel, ticketing and account services you have signed up for.
- Legitimate interests (Article 6(1)(f) UK GDPR): for related purposes such as keeping the Portal secure, preventing fraud and improving our services, where these interests are not overridden by your own rights and interests.

Who we share your data with

Ticketer (Corvia Limited) operates the Portal on our behalf as our data processor, and may access your account, support, audit and technical data as needed to run and secure the Portal. Our own authorised staff can also see your account, journey and payment-related information through Ticketer's Merchant Portal, limited to what their role requires (for example, to deal with a support query or refund request). Your payment card details are handled directly by our payment provider, Monet or Shift4, where applicable; we do not have access to your full card number. We do not sell your personal data, and do not share it with any other third party except where required by law or where set out in this notice.

Where your data is processed

The Portal is hosted on Microsoft Azure servers in Sweden, with a backup location also in Sweden and reports or exports we may need to produce are stored in a Microsoft 365 system based in the Netherlands. These are all within the European Economic Area, which the UK recognises as providing an adequate level of data protection, so no additional safeguards are required for this transfer.

How long we keep your data

We keep your data for as long as your account is active, and for a limited period afterwards, as set out below.

What	How long
Your account and profile data	For as long as your account is active, plus 12 months of inactivity. If your account remains inactive after that, we will email you and delete your account a further 3 months later if we do not hear from you (15 months in total from your last activity).
Your journey/travel history	Up to 12 months in our backend systems. Once your account is deleted, your travel history can no longer be linked back to you, even in our own systems. What is shown to you in the Portal itself covers the last 3 months. Display period configured for your Operator Group.

Payment-related tokens (masked card details)	6 years, to meet financial audit requirements.
Technical/security logs	6 months.
Support records	Up to 24 months from when your query is closed.
Records of a security incident	Where a security log shows a data breach or security incident, the related records are kept for 6 years.
Backups	Copies of your data held in system backups are kept for up to 2 months.

Your rights

Under data protection law, you have the right to: ask for access to the personal data we hold about you; ask us to correct inaccurate data; ask us to restrict how we use your data in certain circumstances; object to certain processing; ask for your data in a portable, machine-readable format; and ask us to delete your data, subject to any legal requirement to keep it.

Ticketer handles rights requests relating to the Portal on our behalf and is the main point of contact for them. You can contact Ticketer at DPO@ticketer.co.uk or contact us at info@gobus.uk and we will pass your request to Ticketer. Ticketer will verify your identity, work with us where your request concerns journey or ticketing data, and respond within the time limits set by law. You can also update your name and email address yourself at any time in the Portal. If you ask for your data to be deleted, Ticketer will delete your Portal account data, and we will delete or anonymise journey and ticketing information held in our own systems unless we are legally required to keep it. There is no automated way to restrict processing of your data within the Portal today, so a restriction request is handled manually; a request to receive a copy of your data in a portable format can be provided as a structured, machine-readable export.

Keeping your data secure

We use role-based access controls so that only people who need to see your data can do so, multi-factor authentication for administrative access, and logging and monitoring to detect unusual activity. Within the Portal, you can only see your own account, your journey and payment-related history, and the cards you have attached. Card payments are encrypted at the card reader, and only our payment provider holds the keys to decrypt them.

Cookies and tracking

No tracking cookies are used and the only analytics tool used (Microsoft Azure Insights) is for internal use only.

How to complain

If you are unhappy with how we have handled your personal data, please contact us first at info@gobus.uk so we can try to resolve it. You also have the right to complain to the Information Commissioner's Office (ICO), the UK's data protection regulator, at ico.org.uk or on 0303 123 1113.

Changes to this notice

We may update this notice from time to time. The date at the top of this notice shows when it was last updated.

Contact us

Go-Coachhire Ltd (trading as GoBus)
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info@gobus.uk
01732 469800