



# PRIVACY POLICY

*Selena Courier Service Ltd*

This policy explains how we collect, use, share and protect personal information when you visit our website, request a quotation, make or receive a delivery, open a business account, contact us, apply to work with us or otherwise use our services.

## 1. Who we are

Selena Courier Service Limited is the controller of the personal information described in this policy.

Company number: 07977443

Registered office: 71-75 Shelton Street, Covent Garden, London WC2H 9JQ

Email: [info@selenacourier.com](mailto:info@selenacourier.com) | Telephone: +44 (0)203 674 0409

## 2. Who this policy covers

This policy covers customers, prospective customers, senders, recipients, business contacts, website visitors, suppliers, couriers, subcontractors, job applicants and other people whose information we process in connection with our business.

## 3. Personal information we collect

- identity and contact details, including names, job titles, organisations, postal addresses, telephone numbers and email addresses;
- booking and delivery details, including collection and delivery addresses, access instructions, contact names, service requirements, item descriptions, proof of delivery, signatures, photographs and delivery communications;
- live or recorded courier location and journey information where used to coordinate, track or evidence a booked service;
- account, transaction and payment information, including invoices, payment status and limited billing details; we do not normally retain full payment-card details;
- communications, enquiries, complaints, feedback and call or message records;
- website and device information, such as IP address, browser, referral source and interaction data, subject to your cookie choices;
- marketing preferences and information about your professional interests or relationship with Selena;
- supplier, courier and recruitment information, including identity, contact, vehicle, licence, insurance, right-to-work, work history, references, availability and compliance records;
- information required for specialist services, such as handling instructions for confidential, legal, medical or temperature-sensitive consignments.

Please do not provide health information or other sensitive personal information unless it is necessary for the requested service and you are authorised to share it. Where such information is required, we use it only for the relevant service and apply additional care.

## 4. How we obtain information

We collect information directly from you, from the organisation arranging a service, from a sender or recipient, from our couriers and service partners, through our website and consented cookies, and from publicly available business sources. A customer may provide another person's contact details so that we can collect or deliver a consignment. The customer should ensure that person has been told that Selena will use their details for the delivery.

## 5. How and why we use personal information

| Purpose                                  | Typical information                                            | Lawful basis                                     |
|------------------------------------------|----------------------------------------------------------------|--------------------------------------------------|
| Quotes, bookings and delivery management | Contact, address, instructions, tracking and proof of delivery | Contract; legitimate interests                   |
| Customer accounts, billing and records   | Account, invoice, transaction and correspondence data          | Contract; legal obligation; legitimate interests |



| Purpose                                       | Typical information                                              | Lawful basis                                                            |
|-----------------------------------------------|------------------------------------------------------------------|-------------------------------------------------------------------------|
| Service safety, security and claims           | Journey records, photographs, communications and compliance data | Legitimate interests; legal claims; legal obligation                    |
| Customer service and improvement              | Enquiries, feedback, complaints and service history              | Contract; legitimate interests                                          |
| Business marketing                            | Business contact details, interests and preferences              | Consent where required; legitimate interests                            |
| Website analytics and advertising measurement | Device and interaction data                                      | Consent                                                                 |
| Recruitment and courier onboarding            | Application, work, identity and compliance information           | Steps before contract; contract; legal obligation; legitimate interests |
| Legal and regulatory compliance               | Relevant booking, account, identity and communication records    | Legal obligation; legitimate interests                                  |

Our legitimate interests include operating a safe and efficient courier business, coordinating collections and deliveries, preventing fraud, protecting consignments, maintaining records, improving services, managing business relationships and pursuing or defending legal claims. We balance these interests against the rights and expectations of the people concerned.

## 6. Marketing

We may send service updates and relevant business-to-business information to professional contacts where the law permits. We will ask for consent where required. You can unsubscribe at any time using the link in a marketing email or by contacting us. We may retain a minimal suppression record so that we respect an opt-out.

## 7. Who we share information with

We share only what is reasonably necessary with:

- employees, authorised coordinators, couriers and subcontractors completing or managing a service;
- senders, recipients, customers and their authorised representatives;
- website hosting, email, communications, customer-management, accounting, payment, analytics and marketing providers;
- professional advisers, insurers, brokers, auditors and claims handlers;
- police, regulators, courts, public authorities or other parties where required by law or necessary to protect legal rights;
- a purchaser, investor or adviser involved in a genuine corporate transaction, subject to appropriate confidentiality.

We do not sell personal information.

## 8. International transfers

Some technology or support providers may process information outside the United Kingdom. Where required, we use an approved legal transfer mechanism, such as UK adequacy regulations or contractual safeguards, and take reasonable steps to protect the information.

## 9. How long we keep information

| Record                                                                              | Typical retention period                                                                                                         |
|-------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|
| Quotes and enquiries that do not become bookings                                    | Normally up to 24 months                                                                                                         |
| Bookings, delivery records, customer accounts, invoices and contract correspondence | Normally 6 years after the relevant transaction or relationship                                                                  |
| Routine proof-of-delivery and journey data                                          | For the period reasonably required for service evidence, accounts, claims and legal obligations, normally no longer than 6 years |



| Record                                  | Typical retention period                                                                                           |
|-----------------------------------------|--------------------------------------------------------------------------------------------------------------------|
| Unsuccessful recruitment applications   | Normally up to 12 months, unless a longer talent-pool period is agreed                                             |
| Courier and supplier compliance records | For the relationship and normally up to 6 years afterwards where required for accounts, claims or legal compliance |
| Marketing records                       | Until you opt out or the information is no longer relevant; suppression records may be retained                    |
| Cookie and analytics data               | As shown in the Cookie Policy and consent settings                                                                 |

These periods are guides. We may keep information for longer where required by law, an active complaint, insurance matter, audit, investigation or legal claim, and may delete it earlier when no longer needed.

## 10. Security

We use proportionate technical and organisational measures to protect personal information. These include controlled access, account security, appropriate authentication, device and network protections, backups, staff instructions, supplier controls and secure handling procedures. No internet or storage system can be guaranteed completely secure.

## 11. Your rights

Depending on the circumstances, you may have rights to access your information, correct it, request deletion or restriction, object to certain uses, receive portable data, and withdraw consent. You also have an absolute right to object to direct marketing. These rights are subject to legal conditions and exceptions.

To exercise a right, email [info@selenacourier.com](mailto:info@selenacourier.com). We may need to confirm your identity. You may also complain to the Information Commissioner's Office at [ico.org.uk](https://ico.org.uk). We would appreciate the opportunity to address your concern first.

## 12. Automated decisions and children

We do not normally make decisions producing legal or similarly significant effects using solely automated processing. Our services and website are not directed at children. Where a delivery relates to a child, the booking should be arranged by an authorised adult or organisation.

## 13. Links, cookies and policy updates

Our website may link to third-party sites that have their own privacy practices. Our use of cookies and similar technologies is explained in our Cookie Policy. We may update this policy when our services, systems or legal duties change. The current version will be published on our website with its effective date.

Effective date: 1 September 2026 | Last reviewed: July 2026