

DO NOT IGNORE THIS NOTICE

You must either:

- Pay the penalty charge due (as specified on the front of this Penalty Charge Notice); or
- Challenge the serving of this Penalty Charge Notice (PCN).

Do not do both.

The penalty charge must be paid *or* your challenge received within the period of twenty-eight days beginning with the date on which this PCN was served. The penalty charge will be reduced by fifty per cent if the penalty charge is paid within fourteen days (the discount period) beginning with the date on which this PCN was served. You will be required to pay the full amount of the penalty charge after the discount period. It is your responsibility to ensure your payment *or* challenge is received by the Council on time and using the online service is the most reliable way of ensuring this. The online service is available 24 hours a day 365 days a year.

HOW TO PAY

Online: Credit/Debit card payments - visit www.dartford.gov.uk/parking and follow the instructions.

Civic Centre: Cash payments can be made using the automated kiosk at Dartford Borough Council, Civic Centre, Home Gardens, Dartford, Kent DA1 1DR. The kiosk is available during normal office hours.

HOW TO CHALLENGE THE SERVING OF THIS PCN (REMEMBER: DO NOT PAY)

Online: Visit www.dartford.gov.uk/parking and follow the instructions.

All cases will be considered on their individual circumstances. The Council, as the Enforcement Authority, may re-offer the fourteen day discount period for challenges received within fourteen days beginning with the date on which the PCN is served should challenges be rejected.

THE PROCESS SHOULD YOU CHOOSE TO IGNORE THIS PCN

Dartford Borough Council will obtain the 'Registered Keeper' (owner) details from the DVLA and serve a 'Notice to Owner' requesting payment of the penalty charge, if the penalty charge is not paid or successfully challenged within twenty-eight days beginning with the date on which this PCN was served. The Notice to Owner will describe how the owner can pay the penalty charge or make a representation on legislatively defined grounds. If the representation is rejected, the owner may appeal to the independent adjudication service. Further information on the appeals procedure can be found at www.trafficpenaltytribunal.gov.uk.

CIVIL PARKING ENFORCEMENT

The Enforcement Authority is Dartford Borough Council save in respect of on-street parking contraventions where the Enforcement Authority is The Kent County Council. Dartford Borough Council administers enforcement procedures in respect of on-street parking contraventions on behalf of The Kent County Council.

DATA PROTECTION

Dartford Borough Council is subject to the Data Protection Act 1998 and will not disclose information to any unauthorised person. Information may be shared with other services within the Council or disclosed to other local and public authorities, Government agencies and organisations that have a legitimate reason to request the disclosure, for example, for the prevention and detection of fraud.