

Data Protection & Privacy Policy

MY MOTORS PRIVACY NOTICE

What this privacy notices covers

MY Motors is committed to protecting your personal information. In this notice, references to 'we' or 'us' means MY Motors. This notice explains how we collect and use the personal information about you.

Who we are

MY Motors is a Partnership business.

MY Motors operates the website www.mymotorsinredruth.co.uk.

MY Motors is a data controller under the data protection rules and our Data Protection Officer is Lynn Roberts, MY Motors, East End, Redruth, TR15 2EJ or 01209 214114.

Information we gather.

MY Motors gathers certain information about you in order for you to enter into a contract with us.

We collect information in the following ways:

Information you give us.

When you wish to hire a vehicle from us you will give us information. You may also give us information when using our Website or emailing us. Information may include your name, date of birth, postal address, email address, phone number, debit and credit card information, disability, your national insurance number and your driving licence information.

Information we get from your use of our Website and services.

Each time you visit our Website, we may automatically collect certain information. This information includes technical information, such as Internet Protocol (IP) addresses used to connect your computer to the internet, your login information, browser type and version, browser plug-in types and versions, operating system and platform and information relating to what pages you have viewed (e.g. using cookies as described further below);

Information about you from third parties.

We work closely with some third parties (including, for example, our insurance company, DVLA, The Police and parking ticket companies and you may receive information from them).

How we may use your information

We will only use your personal information to enable us to provide you with a quote or hire a vehicle to you. For example, we will seek your consent to receive marketing via email and post about MY Motors.

We may use your information for a number of purposes including the following:

1. Compliance with legal, regulatory and corporate governance obligations and good practice
2. To provide you with information about our products and services that you have agreed to receive

We will use the information we get from your use of our Website and services to:

1. administer our Website and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
2. improve our Website to ensure that content is presented in the most effective manner for you and for your computer;
3. allow you to participate in interactive features of our service, when you choose to do so;
4. as part of our efforts to keep our Website safe and secure;
5. measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you;
6. make suggestions and recommendations to you and other users of our Website about goods or services that may interest you or them; and
7. any other reasonable purposes of MY Motors, acting always in accordance with the data protection law (as amended from time to time).

We will use the information you give us to:

1. perform services you have requested (such as providing you with a vehicle hire, booking or quote);
2. provide you with information about other goods and services that we offer that are similar to those that you have already purchased or enquired about;
3. where we permit selected third parties to use your data, we (or they) will contact you by electronic means only if you have consented to this.
4. notify you about changes to our service
5. ensure that content from our Website is presented in the most effective manner for you and for your computer; and
6. any other reasonable purposes of MY Motors acting always in accordance with the data protection law (as amended from time to time).

Marketing

We may contact you for marketing purposes by email or text message if you have agreed to be contacted in this manner. By subscribing to MY Motors emails or opting in to email communication from MY Motors, you grant us the right to use the email for email marketing purposes.

We may include information from other organisations in these communications.

It is your choice as to whether you want to receive information about our services and products. If you do not want us to use your personal information in these ways please let us know.

You may opt-out of our marketing emails at any time by clicking the 'unsubscribe' link at the end of our marketing emails.

You can also change any of your contact preferences at any time including telling us that you don't want us to contact you for marketing purposes by telephone, or by post by emailing or writing to us. Should you have a query regarding this please contact our Data Protection Officer.

We will not use your information for marketing purposes if you have indicated that you do not wish to be contacted for such purposes. However, we will retain your details on a suppression list to help ensure that we do not continue to contact you.

Information Sharing and Disclosure

We may share your information with the following selected third parties:

1. Analytics and search engine providers that assist us in the improvement and optimisation of Our Site.

We may disclose your personal information to third parties:

1. If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply other agreements; or
2. to protect the rights, property, or safety of MY Motors. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction. No data outside of EEA.

We require these third parties to comply strictly with our instructions and data protection laws and we will make sure that appropriate controls are in place. We enter into contracts with all of our data processors and regularly monitor their activities to ensure they are complying with MY Motors policies and procedures.

We may disclose your personal information to third parties if we are under a duty to disclose your personal data in order to comply with any legal obligation (for example to government bodies and law enforcement agencies).

Keeping your records

We keep records only for as long as required to operate the service in accordance with legal requirements and tax and accounting rules. Normally 6 years.

Where we may store your information

The data that we collect from you will be stored securely at our site.

By submitting your personal data, you agree to this storing or processing.

MY Motors will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Notice.

Your rights

You have the right to:

1. Have any inaccuracies in your data corrected. If you would like to update the details we hold about you other than online, please contact our Data Protection Officer via telephone, email or by letter.
2. Request that we delete your personal data.
3. Object to profiling. Profiling is any automated processing of personal data to evaluate any feature of your behaviour preference or location, including online tracking and behavioural advertising.

4. Request that we do not process your personal data for marketing purposes.
5. You have a right to request a copy of the personal information we hold about you. We require you to prove your identity with two pieces of approved identification. Please address requests to the Data Protection Officer and we will respond within one month, of receipt of your written request and confirmed ID. Please provide as much information as possible about the nature of your contact with us to help us locate your records. This request is free of charge unless the request is manifestly unfounded or excessive.

Changes to this notice and the way we treat personal information

We may update the terms of this privacy notice at any time, so please do check it from time to time.

Enquires and Complaints

The Data Protection Officer is the first point of contact regarding any enquires arising from this Privacy Notice. Where possible, please raise all enquires in writing.

If you are unhappy with our work or something that we have done or failed to do, please inform us in writing. MY Motors will acknowledge receipt of all complaints and will endeavour to investigate the complaint within 15 working days

All complaints should be sent to:

MY Motors

East End

Redruth

TR15 2EJ

You may also complain directly to the Information Commissioner's Office if you are concerned with how we are handling your personal information using their online form which can be found here: <https://ico.org.uk/concerns/handling/>.

Changes to this Notice

We may change this Privacy Notice from time to time.

This Privacy Notice was last updated 140318