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## Somerset County Cars Ltd Privacy Policy

Effective Date: 13<sup>th</sup> of November 2023

Somerset County Cars Ltd is committed to ensuring the privacy and security of your personal information. This Privacy Policy outlines how we collect, use, disclose, and protect your data when you interact with our company, including our website, products, and services.

### **1. Information We Collect:**

We may collect the following types of personal information:

**Contact Information:** Such as your name, address, email address, and phone number.

**Payment Information:** When you make purchases or transactions with us.

**Communications:** We may retain records of your interactions with us, including emails, telephone calls and customer support inquiries.

**Usage Data:** Information about how you use our website, products, and services.

**Technical Information:** Such as IP addresses, device information, and browser details.

### **2. How We Use Your Information:**

We use your personal information for the following purposes:

**Providing Services:** To deliver the products and services you have requested.

**Customer Support:** Responding to your inquiries, addressing issues, and providing assistance.

**Improving Services:** Analysing usage data to enhance and personalise your experience.

**Marketing:** Keeping you informed about our products, services, and promotions with your consent.

**Legal Obligations:** Complying with applicable laws and regulations.

### **3. Data Sharing and Disclosure:**

We do not sell, trade, or otherwise transfer your personal information to external parties without your consent, except as required for the provision of services or as legally obligated. We may share your data with:

**Service Providers:** Third-party entities assisting in the delivery of our products and services.

**Legal Compliance:** When required by law or to protect our rights, property, and safety.

#### **4. Data Security:**

We implement industry-standard security measures to safeguard your personal information. However, no method of transmission over the internet or electronic storage is completely secure. Therefore, we cannot guarantee absolute security.

#### **5. Your Choices:**

You have the right to:

**Access and Correct:** Access and update your personal information.

**Withdraw Consent:** If you have provided consent, you can withdraw it at any time.

**Data Portability:** Request a copy of your data in a structured, machine-readable format.

#### **6. Cookies and Similar Technologies:**

Our website may use cookies and similar technologies. You can manage your preferences regarding cookies through your browser settings.

#### **7. Updates to this Privacy Policy:**

We may update this Privacy Policy to reflect changes in our practices. Please review this policy periodically for any updates.

#### **8. Contact Information:**

If you have any questions or concerns regarding our Privacy Policy, please contact by writing or by email. We will endeavour to contact you as soon as possible, but no later than 10 working days following your contact with us.

Company Data Protection Officer  
Somerset County Cars Ltd  
142 Prioswood Road  
Taunton  
TA2 8TE

[gdpr@scc.toyota.co.uk](mailto:gdpr@scc.toyota.co.uk)

#### **9. Consent:**

By using our website, products, or services, you consent to the terms outlined in this Privacy Policy.

Thank you for entrusting Somerset County Cars Ltd with your information. We are dedicated to maintaining your privacy and ensuring a secure and enjoyable experience with our company.

Sincerely,



Jason Lafferty

Managing Director & Company Data Protection Officer