

The purpose of this document is to outline our Privacy Policy in a clear and easy to understand language. We aim to be as transparent as possible about the information we collect and how we use it. However, if you have any questions or you feel anything is unclear, please contact us at [feedback@gerryhillcars.com](mailto:feedback@gerryhillcars.com)

## Data we collect

Gerry Hill Toyota is the provider of this website and we may collect the following data:

If contact is made via an online form, with consent, the submitted information is stored so that the intended recipient can contact you about your query.

If you sign up to a newsletter or other form of email communication, with consent, the submitted information is stored so that we can email you the subscribed-for service.

By using this site, we collect information about your browser, your IP address, geographical location, referral source and the pages you have viewed on the site.

## How we use this data

Under GDPR we store data for Legitimate Interests or with Consent. This means the data you have submitted has been done so under the knowledge that it will be used for us to fulfil a service you have requested or to make contact with yourself.

We also use the data gathered to improve the services on our website. This may be to personalise the experience to you or to understand how to improve interaction with users of the site.

## How your data is protected

We do not share or sell your data to any business or Third Party. Data is only stored by consent and kept only for as long as deemed necessary to fulfil the request or service provided.

Your data is kept secure and you have the Right to be Forgotten. This means that at any point, at your instruction, you can request to see what data we currently have on file about yourself and demand that it be edited or removed. Where possible, we allow you to manage what data is stored by us.

If you would like to make a request relating to your data, please do so by contacting us on [feedback@gerryhillcars.com](mailto:feedback@gerryhillcars.com)

We use cookies on our website.

These are very small text files that are placed on your device. Cookies allow us to store information between the pages you navigate on the website. We store preferences such as your search requirements, if you have visited the site before and general navigational and functional use of the site. Cookies have a lifespan and will expire after a set period of time (30 days). You can also remove them if you wish. For more details on cookies, please visit: <http://www.whatarecookies.com>

We also use Third Party cookies and tracking pixels. These are used to monitor the performance of our advertisements, how users use our site and to pass any anonymous or usage data to a Third Party service you are using.

We track the minimal amount of data needed to fulfil our services and where possible keep any usage data anonymous. Personal information may be available to us based on privacy agreements that you have agreed to from other Third Party services. For example, we use Google Analytics to track how users are using the website. Users with a Google Account may have agreed to allow their age demographic to be known. We will then use that data to analyse the type of users interacting with our site. This information is anonymous and must be opted into.

We reserve the right to change this policy without notice to comply with laws, regulations and any changes in our business.

If you disagree with any part of this policy, you should refrain from using our services.

Our Services

This website is provided by:

Gerry Hill Toyota

Canal Road

Aberdare

CF44 0AG

Data protection company officer:

Geraint Hill (Company Director)