

## **BACKGROUND:**

HW Moon Ltd understands that your privacy is important to you and that you care about how your personal data is used. We respect and value the privacy of all of our customers and will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

### **1. Information About Us**

HW Moon Ltd.

Registered in England under company number 00682402.

Registered address: HW Moon Ltd. 3 Challenge Way, Martland Park, Wigan  
WN50LD

VAT number: 164283657.

Data Protection Officer: Steven Mather.

Email address: [steven.mather@hwmoon.toyota.co.uk](mailto:steven.mather@hwmoon.toyota.co.uk)

Telephone number: 01942219999.

Postal Address: as above.

We are directly regulated by The Financial Conduct Authority for consumer credit and an appointed representative for ITC Compliance with Dorothy Moon as the approved person for our regulated activity.

We are a member of the National Franchise Dealer Association (NFDA) and Royal Motor Industry Federation (RMIF)

### **2. What Does This Notice Cover?**

This Privacy Information explains how we use your personal data: how it is collected, how it is held, and how it is processed. It also explains your rights under the law relating to your personal data.

### **3. What is Personal Data?**

Personal data is defined by the General Data Protection Regulation (EU Regulation 2016/679) (the "GDPR") as 'any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier'.

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

The personal data that we use is set out in Part 5, below.

### **4. What Are My Rights?**

Under the GDPR, you have the following rights, which we will always work to uphold:

- a) The right to be informed about our collection and use of your personal data. This Privacy Notice should tell you everything you need to know, but you can always contact us to find out more or to ask any questions using the details in Part 11.
- b) The right to access the personal data we hold about you. Part 10 will tell you how to do this.
- c) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. Please contact us using the details in Part 11 to find out more.
- d) The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we have. Please contact us using the details in Part 11 to find out more.
- e) The right to restrict (i.e. prevent) the processing of your personal data.
- f) The right to object to us using your personal data for a particular purpose or purposes.
- g) The right to data portability. This means that, if you have provided personal data to us directly, we are using it with your consent or for the performance of a contract, and that data is processed using automated means, you can ask us for a copy of that personal data to re-use with another service or business in many cases.
- h) Rights relating to automated decision-making and profiling. Part 6 explains more about how we use your personal data, including automated decision-making.

For more information about our use of your personal data or exercising your rights as outlined above, please contact us using the details provided in Part 11.

Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau.

If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with our data protection officer and if not satisfied with the outcome the Information Commissioner's Office.

## 5. What Personal Data Do You Collect?

We may collect some or all of the following personal data (this may vary according to your relationship with us):

- Name;
- Date of birth;
- Gender;

- Address;
  - Email address;
  - Telephone number;
  - Business name;
  - Job title;
  - Profession;
  - Payment information;
- Information about your preferences and interests;
  - Bank Details for Direct Debits.
- Underwriting information requested by finance company

Your personal data is obtained from the following third parties:

- DVLA;
- Toyota Great Britain (TGB) and affiliate companies as joint data collectors
  - one link for fleet service introduction

## 6. How Do You Use My Personal Data?

Under the GDPR, we must always have a lawful basis for using personal data. This may be because the data is necessary for our performance of a contract with you, because you have consented to our use of your personal data, or because it is in our legitimate business interests to use it. Your personal data will be used for or may be used for one of the following purposes:

- Providing and managing your motoring needs.
- Supplying our products and services to you. Your personal details are required in order for us to enter into a contract with you.
  - Personalising and tailoring our products and services for you.
- Communicating with you. This may include responding to emails or calls from you.
- Supplying you with information by email, post, text or phone that you have opted-in to (you may unsubscribe or opt-out at any time by emailing [preferences@hwmoon.toyota.co.uk](mailto:preferences@hwmoon.toyota.co.uk))

With your permission and/or where permitted by law, we may also use your personal data for marketing purposes, which may include contacting you by email, telephone, text message or post with reminders, relevant offers, surveys and events on our products and services that will only be relevant to your motoring needs. You will not

be sent any unlawful marketing or spam. We will always work to fully protect your rights and comply with our obligations under the GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003, and you will always have the opportunity to opt-out.

We use the following automated systems for carrying out certain kinds of decision-making. If at any point you wish to query any action that we take on the basis of this or wish to request 'human intervention' (i.e. have someone review the action themselves, rather than relying only on the automated method), the GDPR gives you the right to do so. Please contact us to find out more using the details in Part 11.

- The following automated decision-making method(s) may be used:
  - o Finance companies for underwriting purposes.
  - o Motor insurance for underwriting purposes
  - o Our dealer management system for aftersales reminders

#### **7. How Long Will You Keep My Personal Data?**

We will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Your personal data will therefore be kept for the following periods (or, where there is no fixed period, the following factors will be used to determine how long it is kept):

- For all new enquiries we will keep the data for as long as you wish to be kept informed of our services and will offer a simple opt out facility at every touch point;
- When a vehicle or part is purchased or a vehicle is serviced we will keep your details for as long as the information that we provide is both relevant and useful for your motoring needs. Once again a simple opt out facility is provided at every touchpoint
- Our electronic records are constantly updated and reflect our customer's wishes. We do have a policy that if a customer has not been seen or made contact in 5 years then we delete the data subject from our database.
- Our paper files are held on site in our archives for a minimum of 7 years for VAT purposes and after that date securely shredded.

#### **8. How and Where Do You Store or Transfer My Personal Data?**

We will only store or transfer your personal data in the UK. This means that it will be fully protected under the GDPR.

#### **9. How Can I Access My Personal Data?**

If you want to know what personal data we have about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a "subject access request".

All subject access requests should be made in writing and sent to the email or postal addresses shown in Part 11. To make this as easy as possible for you, a Subject Access Request Form is available for you to use. You do not have to use this form, but it is the easiest way to tell us everything we need to know to respond to your request as quickly as possible.

There is not normally any charge for a subject access request. If your request is 'manifestly unfounded or excessive' (for example, if you make repetitive requests) a fee may be charged to cover our administrative costs in responding.

We will respond to your subject access request within 1 month and, in any case, not more than one month of receiving it. Normally, we aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required up to a maximum of three months from the date we receive your request. You will be kept fully informed of our progress.

#### 10. **How Do I Contact You?**

To contact us me about anything to do with your personal data and data protection, including to make a subject access request, please use the following details (for the attention of Steven Mather):

Email address: [steven.mather@hwmoon.toyota.co.uk](mailto:steven.mather@hwmoon.toyota.co.uk)

Telephone number: 01942219999

Postal Address: HW Moon Ltd

3 Challenge Way Martland Park Wigan WN5 0LD.

#### 11. **Changes to this Privacy Notice**

We may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection.

Any changes will be made available on request.

#### **PRIVACY NOTICE FOR THE PROCESSING OF YOUR PERSONAL DATA for Toyota (GB) Plc**

This Privacy Notice relates to the processing of your personal data by Toyota (GB) Plc ("TGB") in order:

- to provide you with products and services,
- to follow up on and fulfil your requests,
- to efficiently manage your relationship and contacts with TGB and other Toyota entities, and

- where you provide consent, to send you marketing communications and invitations to participate in marketing surveys.

This Privacy Notice must always be read together with the Toyota (GB) Plc Privacy Policy (Privacy Policy) in which the general modalities for processing of your personal data are described. Please also read the Privacy Policy which provides further information on how we process your personal data.

As separate Data Controllers from the retailer, TGB will collect and use your personal data (as defined below) for the purposes described below.

Which of your personal data will be collected?

We will collect the following categories of your personal data:

- Your Title, First name, and Surname
- Your contact details (for example, home address, e-mail address and (mobile) phone number),
- Your MyT account related information (for example, your MyT account reference),
  - Information on the interactions between you and Toyota entities, such as the history of your relationship with Toyota and your transactions with Toyota, incl., for example, your visits to authorised retailer showrooms, your purchases, your saved car configurations, your visits to our network for repair and maintenance, your contacts with us, your questions, requests and complaints to us, the handling of your questions, requests and complaints,
- Information about your Toyota vehicle (for example, Vehicle Identification Number, information in relation to the delivery date of your Toyota Lexus vehicle, mileage, diagnostic information related to your Toyota vehicle and information in relation to maintenance and repair performed on your Toyota vehicle),
  - Information about your interests and preferences,
- Information about consents you have provided to us and the management by us of such consents (including, for example, keeping records and processing your withdrawals).

In case you have entered into a financing or a leasing contract with Toyota Financial Services (UK) Plc (TFS), Great Burgh, Burgh Heath, Epsom, Surrey KT18 5UZ the Authorised Retailer will process relevant information

needed to complete the contract-related forms and provide the necessary contract-related information into our system(s). In this respect, please refer to the TFS Privacy Policy.

Purposes and legal bases of the processing of your personal data

Toyota will process your personal data for the purposes and based on the legal grounds as described below:

## Purposes Legal grounds

Following up on and fulfilling your requests:

- To follow up on and fulfil your request(s) for a test drive, a quotation, a brochure, an appointment or for information on Toyota products and services or any other request for information. Performance of a contract or Legitimate interest pursued by the Data Controller(s) or by a third party

Implementing contracts between you and us:

- To implement contracts that may exist between you and us based on, for example, your purchase of a Toyota/ Lexus vehicle,
- To provide you with our products and services (for example, maintenance and repair of your Toyota vehicle, warranty implementation, mobility services etc.). Performance of a contract

Assessing and improving the quality of our products, services and customer experience:

- To contact you and in case your Toyota vehicle is part of a safety recall campaign or a service campaign,
- For the quality assessment and quality improvement of our products and services,
  - For R&D activities,
- To send you satisfaction surveys to understand your experience as customer about Toyota, our customer relation management, our products and services (no marketing research or marketing content included).

For quality assessment and quality improvement of our products and services, as well

as for R&D, your personal data may also be anonymised and, as such, used by other

Toyota-entities mentioned as recipients in the section “Recipients of your personal data” below. Legitimate interest pursued by the Data Controller(s) or by a third party

Keeping contact with you if you have leased your car:

- In case you have entered into a leasing contract with Toyota Financial Services (UK) Plc:

- To enable the Authorised Retailer to complete the contract-related information into our system(s),
- To enable the Authorised Retailer, you have been dealing with to follow up as necessary on your car leasing,
- To keep a record of you as a customer of the Toyota/ Lexus brand. Legitimate interest pursued by the Data Controller(s) or by a third party

Sending you marketing communications and marketing surveys:

- To send you reminders which may include commercial content related to your Toyota vehicle and to the renewal of any service we offer that is about to expire (for example, service & MOT reminders).
- To inform you about offers of Toyota, or Kinto branded products and services (meaning offers which are personalised or relevant for you or with respect to your Toyota vehicle or your mobility, including offers for car models, parts, accessories, used cars and other Toyota or Kinto branded products and services, such as road side assistance, extended warranty, service/maintenance contract, insurance, leasing, financing, connected services and mobility services).
- To send you information and invitations about events. Your consent (given by you separately)
- To contact you and send you marketing research related surveys and surveys with marketing, advertisement or promotional content which relate to you, your Toyota/ Lexus vehicle and/or our products and services, as well as your interests, preferences and expectations, and to follow up on them in order to capture your feedback. Who will be contacting you / sending you this information as described above? Only Toyota/Lexus entities who you have provided consent to do so such as: - Toyota (GB) Plc, - Lexus UK - Toyota Motor Europe, - Toyota Insurance Management Limited - Toyota Financial Services (UK) Plc; Therefore, where necessary your data will only be shared with these entities. We want to reassure you that your consent will not be used to spam or overwhelm you in any way with communications or to be intrusive. What you will hear from us will be relevant and useful to you. We also want to listen to you and understand your interests, preferences and expectations by building your customer profile based on an analysis of the information we collected about you. This will then be used to personalise our



communications to you and to provide you with personalised offers, advertisements and invitations. We may, for example, look at your purchase history and/or your various interactions with us (including, for example, visits to our Website, or, if you agree to receive emails from us, we can see whether you open and read the emails which shows us what you are interested in, allowing us to make sure that any other information provided to you is relevant and useful to you.

#### Managing your personal data:

- To centralise, combine, share, update and rectify your personal data which you have provided to us or to other Toyota entities or which would already be available to us or other Toyota entities. What does this mean? Your personal data is kept in central systems operated by us or by other Toyota entities. If you have provided your personal data to several Toyota entities, it will be combined, processed and shared with relevant Toyota recipients (incl. those listed in the section "Recipients of your personal data" below) via our systems. In doing so,

#### Toyota aims to:

- Manage your personal data in an effective way (for example, by centralising your personal data we can more easily keep it up-to-date and accurate and organise its sharing),
  - Provide you with the best possible customer experience,
  - Support and facilitate certain activities described in this section "Purposes and legal bases of the processing of your personal data".
- To manage your consent(s) (for example, to keep track of whether you agree with us sending you marketing materials).

Legitimate interest pursued by the Data Controllers or by a third party

#### Legally mandatory sharing of your personal data:

- To comply with our legal obligations (for example, to comply with a court order or with an order or request from an authority (police...), to comply with our tax obligations).

#### Required by law

#### Duration of retention of your personal data

Your personal data will not be kept longer than is necessary to achieve the purposes stated in this Privacy Notice. When it's not necessary anymore, your personal data will be deleted or anonymised.

Our policies and procedures build upon the following criteria to determine the retention periods of personal data in the context of the purposes described above:

- Time elapsed since your last interaction with us;
- The time needed for us and yourself to follow up on your request(s) smoothly (for example, if you have requested a test drive, we will keep your personal data for 6 months after the date on which you provided us with your request).
- End of the contractual relationship with you;
- Any actual or potential litigation or dispute (for example, we need this information to establish or defend legal claims), in which case we will keep your information until the end of such dispute;
- Regulatory or legal obligation to retain the personal data (for example, for tax purposes), in which case we will keep your information as long as required by that obligation.

#### Recipients of your personal data

Your personal data will be shared with and made accessible to the following recipients or categories of recipients where necessary:

#### Disclosures/transfers of your personal data to countries outside the European Economic Area (EEA)

We may transfer your information to destinations outside the EEA, if that is appropriate (i) to achieve any of the purposes set out in this Privacy Notice and/or (ii) to disclose your information to a third party (including those mentioned in the section "Recipients of your personal data" above) in accordance with this Privacy Notice.

In case your Personal Data is transferred outside of the EEA, we will make sure that your personal data is protected by the following safeguards:

- The laws of the country to which your information is transferred ensure an adequate level of data protection (Article 45 GDPR); and/or
- The transfer is subject to data protection clauses approved by the European Commission (Article 46.2 GDPR); and or
- Any other provision required by the UK Data Protection Act 2018 after 1 January 2021.