

Parklands Toyota Privacy Policy

Parklands Toyota respects your privacy. Whether you deal with Parklands Toyota as a customer, a consumer, a member of the general public, a partner, supplier or staff member, you are entitled to the protection of your Personal Data.

In this Privacy Policy (“Policy”) we describe how we collect, process, share and protect your data. We also describe why we process your personal data and the associated choices and rights you have with regards to your personal data.

This Policy applies to all the processing of your Personal Data across the services we deliver at Parklands Toyota and all of the different platforms we use to deliver those services such as online applications, websites, portals, sales and marketing activity and social media platforms. Data captured and processed at a Toyota Dealership is managed separately, which is further described below.

We’ve taken a layered approach to inform you how we deal with your data, as we recognise it can all be a little confusing at times. Therefore, this Policy is accompanied with privacy notices, which provide you with more specific and concise information on that particular area. These privacy notices will be communicated to you whenever we need to process your personal data, which could also be via a link to a privacy notice or privacy policy.

Capitalised terms refer to standard terms set out in within the General Data Protection Regulation (GDPR).

Who is responsible for the processing of your personal data?

Parklands Toyota is the Data Controller and responsible for the processing of your data. However, please note that we also process your data, dependant on your relationship with us, to different data controllers, which form part of the Toyota Group but are separate legal entities and will have their own processes and procedures for handling your data. See Data Controllers Section.

Who can you contact in case you have questions or requests?

Parklands Toyota has appointed a Data Protection Officer (DPO) who is available to handle any questions or queries you may have relating to the processing of your data, this Policy and associated Privacy Notices. The DPO can be contacted at kevin@parklands.toyota.co.uk or alternatively by writing to the Data Protection Officer, Parklands Toyota, Carland Cross, Mitchell, Newquay, Cornwall, TR8 5AY.

At Parklands Toyota we collect personal data directly from you when:

You request a Test Drive, Brochure, Vehicle Valuation or complete a form on our website.

This data is often shared between Parklands Toyota, Toyota GB PLC, Toyota Financial Services, to provide you with the best possible products, services and offers based on your requirements and preferences. This includes:

- Personal identifying information: full name, title, address (private and/or professional), previous addresses, telephone number (residential, business), e-mail address, nationality.
- Personal characteristics: age, gender, date of birth, place of birth, occupation, and marital status.
- Vehicle information: current and previous brand and type of vehicle, Vehicle Identification Number, Number plate, selected optional equipment, purchase, rental or leasing.
- Lifestyle: details on the consumption of goods or services, behaviour of the individual or his/her family, social contacts, complaints, incidents or accidents, use of media and means of communication, incl. Facebook account, Twitter account, LinkedIn account, Instagram...
- Household Composition: Marriage or present form of cohabitation, name of the spouse or partner, details of other members of the family or household.
- Hobbies and interests: Leisure activities and interests: hobbies, sports and other interests.
- Affiliations: Affiliations to charitable or voluntary organisations, motability, clubs, associations and groups.
- Marketing Preferences: We will often ask whether you would be interested in the latest news, offers and events via email, post, SMS and telephone communications.

We need to verify your ID or driver's licence (e.g. test drives, replacement car).

Data that will be collected from you can include:

- IDs assigned by us, types of formal identification data such as passport, driving license and utility bills

Such data will only be used for the specified purpose at the point of collection.

You use our connected and autonomous car services.

The following data can be collected:

- If you have a Toyota vehicle with an on-board Internet connectivity functionality, identification information requested by the mobile network operator which provides the Internet connectivity service (e.g. copy of ID documents, debit/credit card details); Geolocation information linked to your Toyota vehicle and/or your smartphone (e.g. GPS location, planned destination);
 - Driving behaviour (e.g. driving logs, journey logs, driving speed, acceleration and brake speed);
- If you do not want your Toyota vehicle's geolocation data to be used, you can activate the "Privacy Mode" through your MyToyota account at any time. If the "Privacy Mode" is active, we will cease to use such geolocation data. However, please note, once activated this will apply to all services relying on geolocation, which could mean they are unavailable, or their quality and accuracy may be affected. You can check the current status of the "privacy mode" through your MyToyota account.

You purchase or apply for a financial service offering or insurance (including online).

The following data can be collected;

- Financial features (only in relation with financial services offerings): Income/possessions of Data Subject and his/her partner, solvency, assessment of income, financial status, credit rating, details relating to insurance, professional activities of the data subject and their partner, conventions and

agreements.

- Housing characteristics: Address of housing, housing type, own house or leased, length of stay at this address, rent, charges, classification of housing, valuation details, names of key holders.

You correspond with us through our call centres (e.g. for customer queries).

We might record the calls in order continuously improve the quality of our services:

- Sound recordings: Recording on tape, call recording.

You interact with Toyota through online channels (e.g. website).

The following information can be captured (in accordance with the cookies policy):

- Electronic identification data, IP addresses, cookies, session cookies, your behaviours and usage of our website.

You attend an event and your picture is taken/used on social media.

We occasionally run internal events, promoting the company, our employees and new products and services. These events are often attended by our employees, partner organisations and general visitors to our event locations. We often take pictures and videos at these events and post them on our social media pages on platforms such as Facebook and LinkedIn.

You use a specific login from your own social media on a Toyota (GB) Plc tool (website, portal, blog).

Your use of such social media means that you have allowed the communication and collection of this information.

Toyota (GB) Plc sometimes facilitates the publication of (personal) data via social media such as Twitter and Facebook. All forms of social media have their own terms of use, which you need to take into account when active on social media.

We remind you that publication on social media may have certain consequences, including for your privacy or for the privacy of persons whose personal data you share. You are fully responsible for your publications and Toyota (GB) Plc will not have any responsibility and liability in this regard.