

W R DAVIES MOTOR GROUP PRIVACY POLICY

This website is operated by W R Davies (Motors) Ltd and subsidiary companies "W R Davies". We take your privacy very seriously and we ask that you read this privacy policy carefully as it contains important information on:

- the personal information we collect about you;
- what we do with your information, and
- who your information might be shared with.

Who we are

We are a 'data controller' for the purposes of the relevant data protection legislation including the Data Protection Act 1998, the General Data Protection Regulations and any subsequent legislation as appropriate. (i.e. we are responsible for, and control the processing of, your personal information).

What information we collect?

Personal information provided by you

We collect the following personal information about you when you register with us, express an interest in or purchase products or services from us. We also collect personal information when you contact us, send us feedback, post material to our website, complete customer surveys or participate in competitions.

Personal information provided by third parties

Occasionally we may receive information about you from other sources (such as credit reference agencies, medical professionals, or your employer), which we will add to the information we already hold about you in order to help us improve and personalise our service to you. We will always seek your permission to contact these people for your information.

The information we collect may include:

- Basic personal details such as your name, address, e-mail address, telephone number, date of birth or age, gender, marital status;
- Additional information regarding your vehicle including the registration, VIN number, service history, any works undertaken, insurance policy details, MOT and Tax status of the vehicle;
- Sensitive personal information may be collected where a vehicle is purchased under the Motability scheme. This may include details of any medical conditions. We will always be clear to explain when and why we need this information and the purposes for which we will use it and will obtain your explicit consent to use sensitive personal information;

Personal information about other individuals

If you give us information on behalf of someone else, you confirm that the other person has appointed you to act on his/her behalf and has agreed that you can:

- give consent on his/her behalf to the processing of his/her personal data;
- receive on his/her behalf any data protection notices;
- give consent to the transfer of his/her personal data abroad; and
- give consent to the processing of his/her sensitive personal data, e.g. health information.

Sensitive personal information

We may ask you to provide sensitive personal information, for example where you require us to tailor our goods or services to an existing physical condition e.g. as part of the Motability scheme, or where you are applying for a finance or an insurance product and we are required to enquire whether you have committed a criminal offence. If we request such information, we will explain why we are requesting it and how we intend to use it.

Sensitive personal information includes information relating to:

- your ethnic origin;
- your political opinions;
- your religious beliefs;
- whether you belong to a trade union;
- your physical or mental health or condition;
- your sexual life, and
- whether you have committed a criminal offence
- identify you and manage any accounts you hold with us;
- process your order;
- maintaining a service record for your vehicle, conduct research, statistical analysis and behavioural analysis;
- carry out customer profiling and analyse your purchasing preferences;
- if you agree, let you know about other products or services that may be of interest to you — see 'Marketing' section below;
- detect and prevent fraud;
- verifying your identity and carry out anti-fraud checks (see 'Credit checking' section below),
- providing you with payment options,
- assessing your application for a product, service or quote,
- ensuring that you can afford any financial agreement offered,
- ensuring that any insurance products are suitable for you,
- administer your any finance agreements including updating you on and delivering our services,
- monitor your use of our Websites and any response to advertising campaigns;

We will only collect your sensitive personal information with your explicit consent.

Monitoring and recording communications

We may monitor and record communications with you (such as telephone conversations and emails) for the purpose of quality assurance, training, fraud prevention and compliance.

Use of cookies

A cookie is a small text file which is placed onto your computer (or other electronic device) when you use our website. We use cookies and other similar tracking technologies on our website. For example, we may monitor *how many times you visit the website*, which pages you go to, traffic data, location data and the originating domain name of a user's internet service provider. This information helps us to build a profile of our users. Some of this data will be aggregated or statistical, which means that we will not be able to identify you individually.

For further information on our use of cookies, including a detailed list of your information which we and others may collect through cookies please see our website [COOKIE POLICY](#).

For further information on cookies generally visit www.aboutcookies.org or www.allaboutcookies.org.

How will we use the information about you?

We collect information about you so that we can:

- identify you and manage any accounts you hold with us;
- process your order;
- maintaining a service record for your vehicle, conduct research, statistical analysis and behavioural analysis;
- carry out customer profiling and analyse your purchasing preferences;
- if you agree, let you know about other products or services that may be of interest to you — see 'Marketing' section below;
- detect and prevent fraud;
- verifying your identity and carry out anti-fraud checks (see 'Credit checking' section below),
- providing you with payment options,
- assessing your application for a product, service or quote,
- ensuring that you can afford any financial agreement offered,
- ensuring that any insurance products are suitable for you,
- administer your any finance agreements including updating you on and delivering our services,
- monitor your use of our Websites and any response to advertising campaigns;

We may also offer enhanced services including MOT and service reminders where we believe this would be helpful or of interest.

Where your vehicle manufacturer maintains an electronic service record of your vehicle we may share details of any work with your manufacturer so that an accurate record can be kept.

Marketing

We would like to send you information by post, email, telephone, text message (SMS) or automated call about products and services, competitions and special offers which may be of interest to you.

Other businesses within our group or which we have selected carefully e.g Car Manufacturers we deal with, and other providers of products we supply may also send you similar marketing messages, depending on what you agree with us.

If you have consented to receive such marketing from *our group* or other businesses, you can opt out at any time. See 'What rights do you have?' below for further information.

You can modify your preferences by emailing gdpr@wrdavies.co.uk

Credit checking

We may do a credit check on you:

- so that we and other companies in our group can make credit decisions about you and members of your household, and
- to prevent and detect fraud and money laundering

Our search will be recorded on the files of the credit reference agency.

We may also disclose information about how you conduct your account to credit reference agencies and your information may be linked to records relating to other people living at the same address with whom you are financially linked.

Other credit businesses may use your information to:

- make credit decisions about you and the people with whom you are financially associated;
- trace debtors, and
- prevent and detect fraud and money laundering.

If you provide false or inaccurate information to us and we suspect fraud, we will record this.

Who your information might be shared with

We may disclose your personal data to:

- other companies within our group;
- our agents and service providers;
- credit reference agents—see 'Credit checking' below;
- law enforcement agencies in connection with any investigation to help prevent unlawful activity;
- our business partners in accordance with the 'Marketing and opting out' section above; and

Keeping your data secure

We will use technical and organisational measures to safeguard your personal data, for example:

- we store your personal data on secure servers; and
- payment details are encrypted using SSL technology (typically you will see a lock icon or green address bar (or both) in your browser when we use this technology).

While we will use all reasonable efforts to safeguard your personal data, you acknowledge that the use of the internet is not entirely secure and for this reason we cannot guarantee the security or integrity of any personal data that are transferred from you or to you via the internet. If you have any particular concerns about your information, please contact us (see 'How can you contact us?' below).

What can I do to keep my information safe?

If you want detailed information from Get Safe Online on how to protect your information and your computers and devices against fraud, identity theft, viruses and many other online problems, please visit www.getsafeonline.org. Get Safe Online is supported by HM Government and leading businesses.

What rights do you have?

Right to request a copy of your information

You can request a copy of your information which we hold (this is known as a subject access request). If you would like a copy of some or it, please:

- email, call or write to us (see 'How can you contact us?' below);
- let us have proof of your identity and address (a copy of your driving licence or passport and a recent utility or credit card bill), and
- let us know the information you want a copy of, including any account or reference numbers, if you have them

Right to correct any mistakes in your information

You can require us to correct any mistakes in your information which we hold free of charge. If you would like to do this, please:

- email, call or write to us (see 'How can you contact us?' below);
- let us have enough information to identify you (e.g. account number, user name, registration details), and
- let us know the information that is incorrect and what it should be replaced with.

Right to ask us to stop contacting you with direct marketing

You can ask us to stop contacting you for direct marketing purposes. If you would like to do this, please:

- email, call or write to us (see 'How can you contact us?' below).
- let us have proof of your identity and address (a copy of your driving licence or passport and a recent utility or credit card bill), and
- let us know what method of contact you are not happy with if you are unhappy with certain ways of contacting you only (for example, you may be happy for us to contact you by email but not by telephone).

How to contact us

Please contact us, if you have any questions about this privacy policy or the information we hold about you.

If you wish to contact us, please send an email to gdpr@wrdavies.co.uk or write to us at

W R Davies Motor Group

Haughmond View

Shrewsbury Business Park

Shrewsbury

SY2 6LG

Or phone us on (01743) 295200

Changes to the privacy policy

We may change this privacy policy from time to time. You should check this policy occasionally to ensure you are aware of the most recent version that will apply each time you access this website

