

## Website Privacy Notice

### Introduction

Steer Automotive Group Ltd are committed to protecting your personal data. This privacy notice explains the types of data we collect from you, how we use it, who we share it with, how long we retain your data, your rights as a data subject, how you can manage the information we hold on you and how you can contact us.

We will only process your personal data for contractual, legitimate or legal reasons and for reasons in your vital interest. If we require consent to process your personal data it will be freely given and you will be able to withdraw your consent at any time. We will always give you the option to receive marketing from us.

We do not sell your information. We do share your personal data with our trusted third parties and if we are required to for legal reasons.

This privacy notice is subject to change and we advise you to check every so often. Where possible we will contact you directly to inform you of any changes.

**If you do not accept these terms do not proceed to submit your data or use the website. If you do, it means you accept it.**

**Please also see our Cookie Policy**

### Data we collect

We collect your personal information on our website through the customer feedback form.

This helps us to provide you with the relevant services and for customer research and statistical reasons.

We will collect the personal information referred to below for the purposes stated. We may use it for other purposes in the future if reasonable to do so and will tell you in advance. We may from time to time require other information, in which case we will tell you why before we collect it.

Types of Personal data:

- Name
- Vehicle Registration
- Email Address
- Insurer
- Comments about your repair experience

### Cookies

We use cookies to provide you with information and show you content relevant to you.

Cookies enable us to view visitor behaviour patterns to make a user's experience more efficient.

Please see our Cookie Policy for further information.

## **Special categories of Personal Information**

We do not collect any special categories of personal information.

## **Telephone Recordings**

We may record any telephone calls.

## **Marketing**

We will use your personal data only to market to you in line with your permissions given to us.

## **Third Party Personal Data**

We will collect any data you provide us.

If you decide to provide another person's details, you confirm that those persons are aware that you have provided their data to Steer Automotive Group and furthermore that they consent to the Steer Automotive Group and/or relevant company storing, transferring (where necessary) and using their data for the purposes for which you provided such data.

## **When data is collected**

We collect your personal information on our website through the customer feedback form.

## **How your data is used**

We will only process your data for the reason it was collected.

We use your data:

- For customer research and statistical reasons
- To tell you of changes to our Privacy or other terms
- For marketing purposes you have consented to

- **Legitimate interest**

### **Telephone Recordings**

We may record any telephone calls for:

- To ensure our customer services are met
- For training purposes

## **Cookies**

Please see our cookie policy for more information.

## **General**

We will also use it for internal business purposes including effective data management, to understand your needs, improving security of data, for statistical analysis, devising, deploying and measuring marketing campaigns and for such and other reasonable business purposes and operational efficiency improvement.

- **Consent**  
**Marketing**

Where you have given consent to market you, we will send you our marketing and promotional materials for services, products, surveys, competitions, events and other activities we think useful to you.

You can withdraw your consent to any marketing at any time by writing to us at the address in the manage your data section below

**Lawful basis for processing:**  
**Contractual performance**

We will use your personal data in order to perform a contract with you.

**Legitimate Interest**

We may use your personal data for our legitimate interests except where such interests are overridden by the data subject.

**Legal reasons**

We may use your personal information in order to fulfil our legal obligations

**Vital interest**

We may use your personal information if there is urgent safety concerns relating to yourself

**Consent**

We may process your personal data if you have given us consent to do so.

## Who your personal information is shared with

We will not sell your personal data and we will only share your personal data with our trusted third party companies.

We will only share your personal information in relation to repairs of your vehicle. We will share your personal information with our trusted third party companies. We may also share your personal information with the authorities to comply with our legal obligations.

We may need to provide it to other firms who provide us with services our business needs.

For example:

- Our website management company

We will take our normal commercial measures to keep your data safe. We will ensure that these parties only process your personal data in accordance with our express instructions.

## Transfer and Use groupwide

As a member of a group of companies, your Personal Information will be used within the group of companies listed below and all of its parent and affiliated group entities ("Group") for the Purposes.

- Any Branch falling into the Steer Automotive Group
- Any Branch falling into the Quicks ASR Group

We may need to provide it in answer to court orders or other proceedings or to comply with other legal obligations

### **Sending Data Abroad**

If it is necessary to send personal data outside the EEU we will adhere to the guidelines.

### **How long your personal data is kept**

We only keep your personal information for as long as necessary.

We keep your personal data for the duration of our relationship, research and statistical purposes and for legal reasons.

We use your personal data for the research purposes notified to you and may retain your data and the results beyond the normal retention period. Where relevant we will reduce it to anonymous form. Once we have no further use for your personal data in this research we will destroy it in accordance with our usual policies for that type of data.

### **Personal data security**

Steer Automotive Group take the security of your personal data very seriously.

We have put in place procedures and other appropriate security to protect the personal information you share with us. We destroy it using secure or certified methods of destruction when no longer needed.

Where relevant we will anonymise your personal data.

We have a data processing agreement in place with third parties to ensure data is not compromised. Third parties must implement appropriate technical and organisational measures to ensure the security of your data.

### **Links to other website**

Our websites may provide links to third party websites.

Since we do not control those websites, you are responsible for reviewing and abiding by the privacy policies of those third party sites.

If you follow any other website linked to ours we have no control over its content.

### **How you can manage your personal data**

As an individual you have the right to access your data and correct or delete the personal data we hold on you. You have the right to withdraw any consent you have given.

If you would like to exercise any of your rights please do so in writing, we will require proof of identity and will respond within 30 days after receiving the request.

Below are the rights you have under the GDPR as an individual:

## Your rights

- To be informed
  - You have the right to be informed how your personal data will be used
- To access
  - You may request a copy of the personal data we hold on you
- To rectification
  - You have the right to rectify any personal data that is inaccurate or incomplete
- To erasure
  - You have the right for your personal data to be deleted and to be forgotten by us
- To restrict processing
  - You have the right to restrict the personal data we process
- To data portability
  - You have the right to request the transfer of your personal information in a structured format
- To object
  - You have the right to object to the use of your personal data
- The right(s) in relation to automated decision making and profiling
  - We do not use automated decision making or profiling when processing your personal data
- Consent
  - You may withdraw consent when we rely on it.

If you wish to exercise the above rights, manage or update your information, you can do so by contacting us using the details below:

**Email:** [DataProtection@steer.co.uk](mailto:DataProtection@steer.co.uk)

**Post:** Steer Automotive Group Ltd, 13 March Place, Gatehouse Way, Aylesbury, Buckinghamshire, HP19 8UG

If you are unhappy, you have the right to lodge a complaint with the supervisory authority in your EU state, your place of work or at the place of the alleged infringement.

You can contact the Information Commissioners Office, the supervisory authority in the UK, at the address below:

**Address:** Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

**Email:** [casework@ico.org.uk](mailto:casework@ico.org.uk)

**Telephone:** 0303 123 1113

## Changes to this Policy

This Policy was last updated on 07/02/2019

This privacy notice is subject to change and we advise you to check every so often. Where possible we will contact you directly to inform you of any changes.