

Privacy Policy

The Policy

This privacy policy sets out how we gather, use, hold, share, disclose and protect (“process”) any personal information that you give to us when you use Station Garage (Caton) Ltd. By continuing to use Station Garage (Caton) Ltd you are accepting this policy.

Some personal data information is essential to Station Garage (Caton) Ltd functioning and our supplying a service to you. If you do not wish to allow us to process your data then you will not be able to use our services.

Useful contact details and a summary of the control you have over your personal data can be found at the end of this policy.

Compliance

In processing personal data, we will comply with relevant legislation in force from time to time in the UK. We may change this policy, without notice from time to time by updating this policy as we improve our service to you and as relevant Data Protection legislation comes into force. Your personal information will continue to be held in accordance with our policy as it develops. We will not reduce your rights under this policy without your explicit consent.

Legal Basis for Processing

Likely Processing

We gather data on two groups

I. those making enquiries for test drives and for other information (“Enquirers”)

II. our Customers applying for finance or other applications (“Customers”)

- request further information from use i) engage with us on social media as examples.
- Where you are our Enquirers or Customers we will gather data indirectly and directly.

Lawful Basis

We are required to process your personal data in a lawful, fair and transparent manner.

Contract – where you are Customers inquiring about obtaining finance or entering into a contract with us in, or during the process of registering with us, we process data necessary to answer your enquiry and process your account in order to provide you with these services. Our service may include being in contact with you as follow up even after your initial question has been answered, to maintain your registration with us including carrying out verification checks.

Legitimate Activities – where we are required to store or use information for legal purposes, for example where you are requesting a test drive or we are following up a vehicle purchase with MOT reminders or you have been a Customer for contractual purposes as above, we do so as part of our legitimate activities as a lawful business.

Data Controller and Processor and Cookies

Our website does not use any cookies and does not collect any user data.

A cookie is a text-only string of information that many websites transfer to the cookie file of the browser on your computer. Cookies allow these websites to perform properly and remember your browsing history.

Cookies also help a website to arrange content to match your preferred interests more quickly. Cookies alone cannot be used to identify you. The www.ford.co.uk website does use cookies however www.stationgaragecaton.co.uk does not.

Location Data

We use a third party provider to recognise and populate postcode searches. Holding of this data including search histories is held in accordance with the privacy policies of these third parties. We use our reasonable endeavours to ensure that such policies will not diminish your rights. We do not link historical searches with your name.

Supplying your data to third parties

Where we must share your data ie to Ford Motor Company for the purposes of providing you with the services you have requested we will use reasonable endeavours to put in place contractual and practical systems to protect your personal information securely. Further we will notify them of any preferences you have indicated concerning use of your personal data.

Future Marketing

- depending on your consent we may periodically use your contact details to send you promotional emails or texts about new products, special offers or other information which we think you may find interesting using the contact details which you have provided
- depending on your consent to contact you, using your contact details, for market research purposes
- depending on your consent, supply of your contact details to third parties for use with related marketing messages

Request for Deletion of information

If you have provided your consent to receive future marketing messages then we will hold this information until you indicate that you no longer wish to receive messages from us.

If you contact us to indicate that you no longer wish to receive messages from us we may store that indication centrally.

Business Purchase or Sale

Please note that if the business were to be sold or transferred or we were to purchase another business, your data will be transferred with it but only as part of the business as sold or transferred. Your personal information may be disclosed to a prospective buyer or seller of such business.

External Sites and Social Media

When you connect to or from Station Garage using external websites please be careful to check whether the external site is one controlled by us (usually our social media spaces on platforms such as Facebook, Instagram) or those used by third parties. We cannot control the information practises of other companies and organisations that might advertise, display, link to, or offer to obtain our goods or services for you. We cannot take responsibility for, cannot control and this policy does not cover spaces on the internet not controlled by us.

Linking to other websites

Similarly our website may contain links to enable you to visit other websites of interest easily. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you

provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Note also that third party cookies might be downloaded onto your device as a result of your use of this website, for example if you were to send information to or from this website to your social media account your account may require the use of such cookies to enable this transfer to take place. These cookies are not under our control and we disclaim any responsibility for the acts of third party cookies.

Posting Comments & Social Media

Please note that if you choose to post comments on this website or via our social media accounts containing personal data we cannot accept responsibility for the use or misuse of such data by others who have access to such posts and we suggest that you consider carefully before posting any such data. Please note that we may review tracking data generated by social media providers such as Facebook for measuring how useful our social media presence is for you.

Controlling your personal information

Your Rights

Data Protection legislation gives you certain rights to control of your personal data. These are:

1. The right to be informed
2. The right of access
3. The right to rectification
4. The right to erasure
5. The right to restrict processing
6. The right to data portability
7. The right to object
8. Rights in relation to automated decision making and profiling

Further information on these rights can be obtained from the UK Information Commissioner whose website is at: [Ico.org.uk](http://ico.org.uk)

We fulfil these rights in the ways set out below however we do reserve our right to continue to process your data or refuse your requests as set out in relevant legislation.

Privacy Policy

By detailing the information we gather and process in this Privacy Policy.

Consent

You have control over the information you supply to us by:

- i) your explicit consent by completing a contact form whether for requesting [a test drive, requesting a brochure seeking finance], or
- ii) your explicit consent to further processing to send you ongoing marketing material concerning our [cars, offerings and services], or
- iii) by your contacting us about your personal information as described below.

Consent for the direct purpose for which you supply your data will be inferred from the situation in which you give this information. If you choose to withdraw your consent to the processing of your personal information at any time then you should inform us in writing using our contact details below.

Data Requests

You may request details of personal information which we hold about you under the relevant Data Protection legislation in force at the time (a “Data Subject Access Request”). If you would like a copy of the information held about you, please email us.

Data Correction, Complaints & Deletions

If you believe that any information we are processing on you

- is incorrect or incomplete, (perhaps for example because you have seen your name spelt incorrectly or someone else has received a call meant for you) or
- is being mis-used (perhaps for example a company you don't know has contacted you using information you supplied to us and you didn't agree to this), or
- should no longer be processed by us (perhaps for example because you no longer wish to be contacted)

then please email us as soon as possible. We will promptly correct or delete any information found to be incorrect or no longer necessary and deal with your complaint.

We ask that if you have any concern you first approach us via our contact email address or telephone number.

Should you wish to take the matter further we ask that you contact us in writing setting out your concerns in detail to enable us to provide you with an effective response.

Lawful Disclosure by Us

Please note that you hereby provide your consent and in any case we may be required to disclose your data to lawful authorities for the prevention of crime or regulatory purposes or a court as such court requires. In some circumstances we may not be permitted to inform you that we have made such a disclosure.

Contact Details

Station Garage (Caton) Ltd is registered office is at:

Lancaster Road
Caton
Lancaster
LA2 9QJ

Our contact email address is sales@stationgaragecaton.co.uk

Our address and contact for written correspondence is

Lancaster Road
Caton
Lancaster
LA2 9QJ

Any Data Subject Access Request should be made to the following email address
sales@stationgaragecaton.co.uk