

Privacy Policy

This Privacy Policy explains how Mayflower Auto Services collects, holds, transfers, processes and discloses your Personal Data. This Policy also explains your rights under the laws relating to Personal Data.

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Definitions and Interpretation

The following terms shall have the following meanings:

"DPA 2018" - Data Protection Act 2018

"GDPR" - General Data Protection Regulation

“Identifiable Natural Person” - GDPR defines as “one who can be identified, directly or indirectly, by reference to an identifier such as a name, or to one or more factors specific to that natural person.”

“IP Address” - a number that is automatically assigned to the computer that you are using by your Internet Service Provider.

“Personal Data” - GDPR defines as “any information relating to an identified or identifiable natural person”

1. Who is the Registered Data Controller?

Mayflower Auto Services, 85 Cattedown Road, Plymouth, PL4 0PN, hereafter referred to as the “Company”.

2. The Data Controller’s Representative

The Company’s Data Protection Officer acts as the Data Controller’s Representative.

3. The Business of the Company

The Company excels in vehicle repairs, vehicle services, sale of vehicle tyres and auto electrical part accessories and related services.

4. Sources of Personal Data Collection and Relevance of Policy

This Policy relates to Personal Data collected from you via:

- Company-related websites;
- Social media;
- Mobile devices;

The content of this Policy applies to you when you interact with the Company in centre, online, via social media, telephone, text, websites and any other form of correspondence.

5. Consent

The Company asks for your consent as a way of ensuring that your Personal Data is collected and processed on your behalf lawfully and you are marketed to appropriately. You have the right to withdraw consent at any time.

6. Legitimate Business Interest

The Company may also use Personal Data where it falls within the definition of Legitimate Business Interest under the GDPR. Your right to withdraw consent may override the right of Legitimate Business Interest.

7. Personal Data Collected & Held

Information about the services that you use and how you use them is collected. The Company may also collect device-specific data (such as a mobile telephone number). Categories of Personal Data that are collected include:

- Personal details - e.g. name, address, email, telephone number;

- Financial details, where applicable;
- Goods and services;
- Enquiries, compliments and complaints.

Your web browser may provide the Company with information about the device you are using such as an IP address and details about the browser you use.

An “IP Address” may be identified and logged automatically in the Company’s server log files whenever you access the services, along with the time of the visit and the page(s) that were visited.

8. Personal Data Storage

The Personal Data you give is stored with your account.

This data is located on servers within the European Union and contractual safeguards are in place. No third parties have access to your Personal Data unless there is a lawful basis to do so.

9. Company Use of Personal Data

The Company is committed to protecting your Personal Data. When you share your Personal Data with the Company there is a legal obligation for it to only use it in line with data regulations.

All your Personal Data is processed by our staff in Plymouth, UK.

The Company processes your Personal Data:

- To provide a better service to you including customised search results, spam and malware detection.
- For service administration purposes, carrying out its obligations arising from any contracts entered into by you and it and provide you with the information, products and services that you request from it;
- To provide reminders for MOT or regular service intervals, Provide you with information about other goods and services it offers that are similar to those that you have already purposed or enquired about;
- To notify you about changes to its services;
- To ensure that content of its site is presented in the most effective manner for you;
- To administer its site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- To measure and understand the effectiveness of advertising it serves to you and others.

The Company uses IP Addresses for purposes such as calculating usage levels of the services, helping diagnose server problems and administrating its services.

The Company will ask for your consent before using your Personal Data for a purpose other than that it was provided for or authorised to use.

10. Anonymous and Aggregated Data

The Company:

- may aggregate personal data so it does not personally identify you (“pseudonymised data”); For example, it may aggregate Personal Data to analyse the percentage of customers which have a particular post code.

- may remove Personal Data to create anonymous data;
- uses anonymous and aggregated information for historical, statistical, or business planning purposes.

11. Use of Personal Data to Contact You

Transactional: The Company will communicate with you in order to complete any transactional commitments.

Marketing Purposes: The Company will only contact you for marketing purposes where you have given consent to do so; this includes reminders on services relating to your vehicle. The Company may personalise the message content based upon information you have previously provided and your use of any linked websites.

Social Media: Social Media communications such as: Facebook, Google, Instagram, Snapchat, Twitter etc. will be responded to based upon the data you have previously provided.

12. Circumstances when the Company may Release Your Personal Data to Others

The Company does not share your Personal Data with organisations outside contractual requirements unless one of the following applies:

- It is necessary to comply with data protection laws;
- Your consent has been obtained and can be evidenced;
- A legal requirement exists e.g. to meet a legal obligation or enforceable government request, detect and prevent or address fraud;
- The Company is responding to matters of personal or public safety.

The types of organisation with which the Company may share some of your Personal Data it processes are:

- Credit reference agencies for the purpose of assessing your credit score where this is a requirement for the Company prior to entering into a contract;
- Courts, Debt collection and tracing agencies;
- Central government;
- Police forces and security organisations.

13. Duration for which the Company will keep your Personal Data

The Company holds your Personal Data on its systems for as long as is necessary relevant to the transactional, tax and legal obligations also for the marketing interests consented by you. If we have a relationship with you (e.g. you are a customer or referred to us from an authorised partner), we hold your personal information for 6 years from the date our relationship ends. We hold your personal information for this period to establish, bring or defend legal claims. Our relationship may end for a number of reasons including where we have been made aware that you no longer own or drive that vehicle.

14. Data Security

The Company protects your Personal Data from unauthorised access, disclosure or amendments by using:

- Encryption;
- Two factor authentication;

- Secure storage locations;
- Regular audit and review of data storage and processing practices including physical safety procedures to guard against unlawful access;

Access to your Personal Data is restricted to employees on a need to know basis, suppliers and authorised representatives who are subject to contractual responsibilities.

Unfortunately, the transmission of data via the internet is not completely secure. Although the Company does its best to protect your Personal Data, it cannot guarantee the security whilst it is transmitted to its site; any transmission is at your own risk. Once in receipt of your Personal Data, the Company will use procedures and security measures to prevent unauthorised access.

15. Call Recording

Telephone calls to the Company may be recorded for training, transaction confirmation and monitoring purposes

16. Links to other Websites

Company-related websites contain hyperlinks to websites operated by third parties who have their own privacy policies and related cookies. The Company does not accept liability for the privacy practices of these third parties.

17. Social Media

The Company's websites contain links and sharing buttons to third party social media websites e.g. Facebook and Twitter. These third parties may in turn serve you cookies. The Company is not responsible for the placement of these cookies. Please check the data privacy policy for the respective third party social media website for more information.

When you make contact with the Company via social media channels certain Personal Data may be shared with the Company about your online activities such as gender, interests and marital status depending on your profile settings. The Company is not responsible for the Personal Data you share on your social media profiles and you are encouraged to familiarise yourself with the privacy settings of these sites.

18. Maintenance of Website

The Company uses a third party service to help maintain the security and performance of its websites. To do this it may process the IP addresses of website visitors.

19. Blog Management

All blog content is written by the Company. Republishing of content on our blog and other parts of the website is not authorised without express permission.

20. Your Rights under GDPR and DPA 2018

The Right to your Personal Data (Access)

You have the right to obtain a copy of your Personal Data that is processed by the Company and know the reasons why it processes your data. Upon receipt of a written request made to the Company Data Protection Officer you can

normally expect a response within one month of the request. (Should there be a requirement for an extension of the original one month limit you will be written to with the reasons for any delay). Please note confirmation of a requester's identity will be essential prior to any release of Personal Data.

If the Company holds Personal Data about you, it will:

- Provide a description of the data held;
- Inform you why the data is being held;
- Inform you who the data is disclosed to;
- Provide a copy of the data in a machine readable format (or hard copy).

Depending upon the nature of the request the Company will try to manage the search informally in the first instance e.g. if you are seeking specific data, this may be resolved via a telephone call.

The Right to Rectification

You have the right to have any inaccuracies in your Personal Data which is stored and processed by the Company to be rectified.

The Right to be Forgotten

Under certain circumstances you may request that Personal Data is erased.

The Right to Restriction of Processing

Under certain specific circumstances you may have the right to prevent the processing of some Personal Data.

The Right to Notification

Under certain circumstances, the Company has a duty to ensure you are notified of how any intended change of processing of your Personal Data may take place which differs to that which you consented for.

The Right to Data Portability

Under certain circumstance you have the right to see and have transferred your Personal Data in a commonly used and machine-readable format to another Data Controller.

The Right to Appropriate Decision Making

You have the right not to have decisions made solely from automated processing. In the event that automated processing is used, please contact the Company Data Protection Officer to obtain an explanation from for the outcome of any automated processing.

Consent to this Privacy Policy is implicit in your use of the Company's products and services.

21. Concerns

You have the right to lodge a complaint regarding the use of your Personal Data. In the initial instance please email the Company Data Protection Officer who will investigate the matter and keep you informed of the investigation progress.

If you are not satisfied with the outcome of the internal investigation you have the right to lodge a complaint with the Information Commissioner's Office.

22. Policy Changes

The Company:

- reserves the right to amend this Privacy Policy at any time;
- will post any revised Privacy Policy on its websites;

23. Queries regarding this Policy

If you have any questions or comments about this Privacy Policy please contact the Company Data Protection Officer on: service@mayflowerautoservices.co.uk

24. Privacy Policy Summary

Please refer to the privacy policy summary section on our website