

# PRIVACY POLICY

**This privacy policy explains why we collect personal data, what personal data we collect and how we use it. Your rights in respect of your data are also explained.**

## **1. What is the purpose of this Privacy Policy?**

This Privacy policy explains how Loughton Self Drive Ltd looks after your personal data when we provide our services, in accordance with applicable legislation intended to protect your personal data and privacy, including the General Data protection Regulation and related rules. We also explain what your rights are.

By providing your personal data you acknowledge that we will only use it in accordance with this Privacy Policy.

This policy applies when Loughton Self Drive Ltd acts as data controller, which is where we are responsible for deciding how we hold and use your personal data.

This policy is to be read in conjunction with other privacy policies provided by third party providers, including, but not limited to, our website host and rental software host.

## **2. How will we use your personal data?**

Data protection laws require that the personal data we hold about you must be:

Used lawfully, fairly and in a transparent way

Collected only for valid purposes that we have clearly explained to you and not used in a way that is incompatible with those purposes

Relevant to the purposes we have told you about and limited only to those purposes

Accurate and kept up to date

Kept secure and confidential

Kept only as long as necessary for the purposes we have told you about

## **3. How do we ensure the security of your personal data?**

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition we limit access to your personal data to those employees and third party providers who have a business need to use your data. We have put in place procedures to deal with any suspected data security breach and will notify you and any applicable regulator of a suspected breach where we are legally required to do so.

#### **4. What kind of personal data may we hold about you?**

Personal data means any information about an individual from which that person can be identified.

In order to provide our services we may collect the following data about you:

Contact details such as name, address, telephone number, email address

Identification information such as date of birth, gender, signature, occupation, driving licence, address verification correspondence, credit/debit card details

#### **5. How may we collect your personal data?**

We may collect your data from you in a number of ways, including:

Information you give us:

Corresponding with us by telephone, email, letter, in person

Submitting a request via the 'Contact Us' facility on our website

Booking a vehicle through our website 'book now' portal

Information we receive from other sources:

We may receive information from third parties, such as your employer, DVLA, Industry 'RISC' registers

We may obtain personal data from public sources such as Companies House

#### **6. How will we use your personal data?**

We use your personal data for the following purposes:

To provide you with the products and services you have requested in accordance with our Terms and Conditions

To communicate with you in regard to any products and services you have requested

To maintain accurate records and improve data security

To respond to enquiries, complaints and disputes

To investigate, prevent or detect crime

To comply with a legal obligation

#### **7. Who may we share your personal data with?**

We may have to share your data with third parties, including service providers such as our rental software partners and website providers who act as data 'controllers', insurance underwriters, accident investigators and industry 'RISC' registers. We may also disclose your personal data if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to protect the rights, property, or safety of our business, our customers or others.

In some cases, the personal data we collect from you may be transferred outside the European Economic Area (EEA). We are required by data protection law to ensure that where we transfer your data outside of the EEA, it is treated securely and is protected against unauthorised access, loss or

destruction, unlawful processing and any processing which is inconsistent with the purposes set out in this Privacy Policy.

#### **8. How long will we keep your personal data for?**

We will keep your data for as long as you are a customer of Loughton Self Drive. Thereafter we will keep your data for 7 years to enable us to respond to any questions, investigations, complaints and to maintain records where we are required to do so. We may keep your data for longer than 7 years if we cannot delete it for legal or regulatory reasons.

Hard copy data will be securely and confidentially disposed of by way of incineration.

#### **9. Your rights**

You can ask us to do certain things with your personal data which are listed below. There may be occasions, due to legal or regulatory reasons, where we cannot comply with your request.

Under certain circumstances you have the right to:

The right to be informed

The right of access

The right to rectification

The right to erasure

The right to restrict processing

The right to data portability

The right to object to processing

The right to withdraw consent to processing

The right to make a complaint to the data protection authorities

If you would like to exercise your data protection rights or if you are unhappy with how we have handled your personal data, please contact us at:

Loughton Self Drive Ltd, Station Approach, Debden, Loughton, Essex, IG10 3TG

If you are not satisfied with our response to any enquiry or complaint or believe we have not complied with data protection law, you can make a complaint to the Information Commissioner's Office (ICO) by:

Post: ICO, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

Telephone: 0303 1231113

Message: [ico.org.uk](https://ico.org.uk)

#### **10. Changes to this Privacy Policy**

This policy was last updated on the 19<sup>th</sup> May 2018 and we reserve the right to update it at any time.

