

ASK MOTOR COMPANY LIMITED **PRIVACY NOTICE**

WHAT'S INCLUDED IN THIS PRIVACY NOTICE?

Ask Motor Company Limited specialise in supplying nearly new cars and leasing new cars.

This document (our "privacy notice") sets out information relating to how we use personal information relating to individuals we have dealings with, including customers and suppliers. It also sets out information about what rights individuals have in relation to their personal information and various other matters required under data protection law.

This privacy notice contains the following sections:

SECTION HEADING
WHO DOES THIS PRIVACY NOTICE APPLY TO?
WHAT'S OUR APPROACH TO PRIVACY?
HOW WILL WE USE YOUR PERSONAL INFORMATION?
WHEN WILL WE SHARE YOUR PERSONAL INFORMATION WITH OTHERS?
CIRCUMSTANCES IN WHICH WE WILL SEND YOUR PERSONAL INFORMATION OUTSIDE THE EEA
WHAT RIGHTS DO YOU HAVE UNDER DATA PROTECTION LAW?
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HOW WILL WE NOTIFY YOU OF ANY CHANGES TO OUR PRIVACY NOTICE?

WHO DOES THIS PRIVACY NOTICE APPLY TO?

This privacy notice applies to:

- our customers/clients;
- our suppliers;
- individuals who access our premises or the surrounding areas and who may be recorded on our CCTV system.

In the sections below, when referring to the individuals listed above, we use the terms "you" or "your".

WHAT'S OUR APPROACH TO PRIVACY?

We take your privacy extremely seriously and want you to feel confident that your personal information is safe in our hands.

We will only use your personal information in accordance with data protection law applicable to England and Wales from time to time.

Under data protection law, when we use your personal information, we will be acting as a data controller. Essentially, this means that we will be making decisions about how we want to use your personal information and why.

Below, we summarise the main rules that apply to us under data protection law when we use your personal information:

1.	We must be upfront about how we intend to use your personal information and must use your personal information fairly. Providing privacy information to individuals (such as in this privacy notice) is one aspect of using personal information fairly.
2.	We must only use your personal information if we have a legal basis to do so under data protection law. These legal bases include: <ul style="list-style-type: none">• That we need to use your personal information to perform a contract between us (or to take steps at your request prior to entering into a contract);• That we (or someone else) has a legitimate reason for needing to use your personal information and those legitimate interests are not outweighed by your rights or interests. We must balance our respective rights and interests before we can rely upon this legal basis.
3.	We are only permitted to share your personal information with others in certain circumstances and if we take steps to ensure that your personal information will be secure.
4.	Generally speaking, we must only use your personal information for the specific purposes we have told you about. If we want to use your personal information for other purposes, we need to contact you again to tell you about this.
5.	We must not hold more personal information than we need for the purposes we have told you about and must not retain your personal information for longer than is necessary for those purposes (this is known as the "retention period"). We must also dispose of any information that we no longer need securely.
6.	We must ensure that we have appropriate security measures in place to protect your personal information.
7.	We must act in accordance with your rights under data protection law.

8.	We must not transfer your personal information outside the European Economic Area (“EEA”) unless certain safeguards are in place.
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HOW WILL WE USE YOUR PERSONAL INFORMATION?

How we will use your personal information, the legal bases we will rely upon, how long we will keep your personal information and other details will depend upon who you are and why we need your personal information in the first place.

In this section, we provide specific privacy information relating to the different categories of individuals that this privacy notice applies to.

OUR CUSTOMERS/CLIENTS

What personal information we will use	<ul style="list-style-type: none">• Your name;• Your address;• Your previous address;• Your email address;• Your telephone number;• Your driver's licence• Bank details;• Finance details;• Home owner details;• Employment details;• Vehicle details.
How we will obtain the personal information	<ul style="list-style-type: none">• Provided by you when using our services, or making an enquiry.
What purposes we will use the personal information for	<ul style="list-style-type: none">• We will use your name, address and other contact details to communicate with you about the services/vehicle(s) you have requested from us and to deliver any vehicle we have sourced for you. We will also use this information to deal with any enquiries you make;• We will use your bank details to take payment for the vehicle(s), either directly or via a finance company;• We will use the personal information provided by you to complete the finance request on

	<p>line direct with the finance providers we use, namely Motonovo Finance, Close Brothers Motor Finance, Santander or Lex Auto Lease;</p> <ul style="list-style-type: none"> • If your application for finance is accepted, we will keep a copy of your finance Agreement.
The legal bases for processing we rely upon	<ul style="list-style-type: none"> • Our use of your personal information is necessary for the performance of the contract between us or to take steps prior to entering into the contract.
How long we retain the personal information and why	<ul style="list-style-type: none"> • We will keep your personal information for six years in case of any contractual disputes and also to ensure we have the necessary information about the services/vehicle(s) provided should you wish to use our services again.
Consequences of not providing/permitting us to obtain personal information	<ul style="list-style-type: none"> • Without provision of your personal information we will be unable to supply goods or services to you.

OUR SUPPLIERS

What personal information we will use	<ul style="list-style-type: none"> • Your name and contact details; • Your bank account details.
How we will obtain the personal information	<ul style="list-style-type: none"> • Provided by you when you agree to supply to us or provide us with services.
What purposes we will use the personal information for	<ul style="list-style-type: none"> • To enter into an agreement with you, to contact you, to administer the agreement between us and to pay you.
The legal grounds we rely upon	<ul style="list-style-type: none"> • The use of your personal information to enter into an agreement for supply of goods or services, for correspondence in relation to the services and associated matters and to make payment for goods/services

	<p>provided will be necessary for the purposes of taking steps prior to entering into a contract with you and for the performance of the contract between us.</p>
<p>How long we retain the personal information and why</p>	<ul style="list-style-type: none"> • We will retain your personal information for the duration of the provision of services and for 6 years thereafter incase there should be any contractual dispute.
<p>Consequences of not providing/permitting us to obtain personal information</p>	<ul style="list-style-type: none"> • Without your personal information, we will not be able to engage you to provide us with goods/services nor will we be able to pay you.

INDIVIDUALS CAUGHT ON CCTV

What personal information we will use	<ul style="list-style-type: none">• Your image captured on the CCTV cameras
What purposes we will use the personal information for	<ul style="list-style-type: none">• To prevent crime and protect buildings and assets from damage, disruption, vandalism and other crime;• For the personal safety of staff, visitors and other members of the public, and to act as a deterrent against crime;• Assisting in the maintenance of public order;• To support law enforcement bodies in the prevention, detection, investigation and prosecution of crime;• To provide assistance with civil claims;• To assist in day-to-day management, including ensuring the health and safety of staff and others.
The legal basis for processing we rely upon	<ul style="list-style-type: none">• It is in our legitimate interests to protect our buildings and assets from crime and vandalism and to prevent and detect unlawful acts.
How long we retain the personal information and why	<ul style="list-style-type: none">• Data recorded by the CCTV system will be digitally recorded and stored securely on hard drives. The digital recording system will automatically overwrite old images with newer data every 20-30 days.• Where footage has been requested by the police, prosecution agencies, legal representatives or people whose images have been recorded and retained the usual retention period may be overridden and the footage will be retained until the matter is resolved.
Who we share the personal information with	<ul style="list-style-type: none">• the police;• prosecution agencies;• relevant legal representatives;

	<ul style="list-style-type: none"> • people whose images have been recorded and retained.
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WHEN WILL WE SHARE YOUR PERSONAL INFORMATION WITH OTHERS?

Sometimes, we will need to share your personal information with others. This section sets out details of who we will share your personal information with and why. It also tells you about our legal basis for doing so under data protection law and steps we will take to protect your personal information.

We will never sell your personal information on to third parties.

OUR FINANCE PARTNERS

Who are our finance partners?	<ul style="list-style-type: none"> • Our service partners include Motonovo Finance, Close Brothers Motor Finance, Santander and Lex Auto Lease.
Why we need to share your personal information with them	<ul style="list-style-type: none"> • We use the finance partners described above to enable us to arrange car finance on your behalf.
The legal bases we rely upon when sharing your personal information	<ul style="list-style-type: none"> • The sharing of your personal data with our finance partners is necessary for the performance of our contract with you.
What precautions do we take?	<ul style="list-style-type: none"> • We only deal with large reputable finance companies who have appropriate security and privacy procedures in place. Their privacy notices can be viewed on their websites.

OTHER THIRD PARTIES

We may also need to share your personal information with others in the following circumstances:

If we sell, transfer or merge parts of our business or our assets	As we continue to develop our business we may choose to sell, transfer or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. During any such process, we may need to disclose your personal information to
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	<p>other parties (such as potential purchasers or investors). Where we do so, we will be relying upon our legitimate business interests.</p> <p>However, we will only share your personal information in this way if the third parties in question agree to keep your personal information safe and private.</p> <p>Also, if, for example, a merger happens, the purchaser will only be able to use your personal information in the ways set out in this privacy notice.</p>
<p>Legal or regulatory requirements</p>	<p>On occasion, we may be required to disclose your personal information to organisations such as the courts or the police to comply with legal obligations we are subject to and/or to prevent fraud or crime.</p>
<p>Protecting our business</p>	<p>From time to time we may need to disclose your personal information in connection with steps we need to take to protect our business interests or property.</p>
<p>Professional advice and legal action</p>	<p>We may need to disclose your personal information to our professional advisers (for example, our lawyers and accountants) in connection with the provision by them of professional advice and/or the establishment or defence of legal claims.</p>

**CIRCUMSTANCES IN WHICH WE WILL SEND YOUR PERSONAL INFORMATION
OUTSIDE THE EEA**

We will not send your personal data outside the EEA.

WHAT RIGHTS DO YOU HAVE UNDER DATA PROTECTION LAW?

Under data protection law, you have a number of different rights relating to the use of your personal information. The table below contains a summary of those rights and our obligations. More information about your rights and our obligations can be found on the ICO website <https://ico.org.uk/>.

Your rights	What this involves	What our obligations are
A right of access	This is a right to obtain access to your personal data and various supplementary information.	<ul style="list-style-type: none"> • We must provide you with a copy of your personal information and the other supplementary information without undue delay and in any event within 1 month of receipt of your request; • We cannot charge you for doing so save in specific circumstances (such as where you request further copies of your personal information).
A right to have personal data rectified	<ul style="list-style-type: none"> • This is a right to have your personal information rectified if it is inaccurate or incomplete. 	<ul style="list-style-type: none"> • We must rectify any inaccurate or incomplete information without undue delay and in any event within 1 month of receipt of your request; • If we have disclosed your personal information to others, we must (subject to certain exceptions) contact the recipients to inform them, that your personal information requires rectification.

<p>A right to erasure</p>	<ul style="list-style-type: none"> • This is a right to have your personal information deleted or removed. • This right only applies in certain circumstances (such as where we no longer need the personal information for the purposes for which it was collected). • We have the right to refuse to delete or remove your personal data in certain circumstances. 	<ul style="list-style-type: none"> • If this right applies, we must delete or remove your personal information without undue delay and in any event within 1 month of receipt of your request; • If we have disclosed your personal information to others, we must (subject to certain exceptions) contact them then recipients to inform them that your personal information must be erased.
<p>A right to data portability</p>	<ul style="list-style-type: none"> • This is a right to obtain and re-use your personal information for your own purposes; • It includes a right to ask that your personal information is transferred to another organisation (where technically feasible). • This right only applies in certain limited circumstances. 	<ul style="list-style-type: none"> • If this right applies we must provide your personal information to you in a structured, commonly used and machine readable form • Again, we must act without undue delay and in any event within 1 month of receipt of your request; • We cannot charge you for this service.
<p>A right to object</p>	<ul style="list-style-type: none"> • This is a right to object to the use of your personal information. 	<ul style="list-style-type: none"> • If you object to us using your personal information for direct marketing,

	<ul style="list-style-type: none"> • The right applies in certain specific circumstances only. • You can use this right to challenge our use of your personal information based on our legitimate interests; • You can also use this right to object to use of your personal information for direct marketing. 	<p>we must stop using your personal information in this way as soon as we receive your request.</p> <ul style="list-style-type: none"> • If you object to other uses of your personal information, whether we have to stop using your personal information will depend on the particular circumstances.
A right to object to automated decision making	<ul style="list-style-type: none"> • This is a right not to be subject to a decision which is made solely on the basis of automated processing of your personal information where the decision in question will have a legal impact on you or a similarly significant effect. 	<ul style="list-style-type: none"> • Where such a decision is made, you must be informed of that fact as soon as reasonably practicable; • You then have 21 days from receipt of the notification to request that the decision is reconsidered or that a decision is made that is not based solely on automated processing; • Your request must be complied with within 21 days.
A right to restrict processing	<ul style="list-style-type: none"> • This is a right to 'block' or suppress processing of your personal information. • This right applies in various circumstances, 	<ul style="list-style-type: none"> • If we are required to restrict our processing of your personal information we will be able to store it but not otherwise use it.

	<p>including where you contest the accuracy of your information).</p>	<ul style="list-style-type: none"> • We may only retain enough information about you to ensure that the restriction is respected in future. • If we have disclosed your personal information to others, we must (subject to certain exceptions) contact them to tell them about the restriction on use.
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If you wish to exercise any of your rights, you can make a request by contacting us using the details set out in the section titled "How you can get in touch with us".

If you request the exercise of any of your rights we are entitled to ask you to provide us with any information that may be necessary to confirm your identity.

HOW CAN YOU GET IN TOUCH WITH US

You can get in touch with us in the following ways:

Postal address	Unit 7, Swift Business Centre, Keen Road, Ocean Park, Cardiff, CF24 5JR
Email address	neil.price@ask4cars.co.uk
Phone number	029 2049 7272

RIGHT TO COMPLAIN TO THE INFORMATION COMMISSIONER'S OFFICER

If we are unable to deal with a complaint to your satisfaction or if you are unhappy with the way we are using your personal data, you also have the right to make a complaint at any time to the UK's supervisory authority for data protection issues, the Information Commissioner's Office.

CHANGES TO OUR PRIVACY NOTICE

We may update this privacy notice from time to time. If we make any substantial updates, we will provide you with a new privacy notice. We may also notify you in other ways from time to time about the processing of your personal information.