

## **F J Chalke Ltd - Privacy Policy:**

F J Chalke Ltd is committed to ensuring that your privacy is protected. We will always ensure your data is kept securely and not disclosed to an unauthorised person. Should we ask you to provide certain information by which you can be identified when using our services, then you can be assured that it will only be used in accordance with this privacy statement and in compliance with the EU General Data Protection Regulation GDPR, the Data Protection Act 2018.

### **What kind of information we will collect from you?**

In order to provide our services, we have collected and processed the following information:

- Your name, address, email, phone number(s) and contact preferences.
- Other information relevant to you such as driving licence and vehicle details.
- We may also collect i.e. Financial information such as bank details, residency status and term.

### **How we obtain your personal data?**

We may collect or obtain your personal data from the following activities or sources: -

- When you visit one of our showrooms or workshops.
- When you complete an enquiry form on our website.
- When you telephone, email, write to us or the use of social media.
- From information you have supplied to an F J Chalke authorised marketing partner.
- Enquires made through one of our manufacturing partners.

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

- If you are a customer at present, i) we will use your personal data when fulfilling our contractual obligations to you and ii) we may use your personal data to improve the products and services we currently provide you or;
- If you are a former customer, we may use your personal data to improve the products and services we have delivered to you and to conform to good business practices and legal obligations or;
- If we consider for our legitimate interests that our products or services might be of interest to you then we may use your personal information to contact you with newsletters, marketing or promotional materials and other relevant information.
- From time to time, we may also use your information to contact you, by email, for research purposes.
- We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information which we think you may find interesting if you tell us that you wish this to happen.

### **Would we be sharing your personal data to others?**

- We will share your personal data with our vehicle manufacturing partners but only those partners relevant to your vehicle(s) information we currently hold or in the event you have made an enquiry(s) relating to a manufacturer`s products or services.
- We will also share your personal data with our chosen partners to provide specific services for us to fulfil our contractual obligations to you.

- We are aware that in sharing your personal data with our manufacturing partners, that some partners may for their legitimate interests, transfer your personal data outside the EU. We understand that such partners have implemented EU model clauses with the entity outside of the EU. You are entitled to request further information in this regard.

#### **How long we will retain your personal data?**

- We will keep your personal data for as long as you remain a customer of the company plus 6 years. After this period, we will securely delete and destroy your personal data.
- Some data must be retained in order to protect the company's interests, preserve evidence, and conform to good business practices.
- If you are an existing customer and where you have consented to provide your personal data, we will retain your data for 12 months following your last contact with us.
- Note that the need to retain certain information can be mandated by local, industry regulations and will comply with EU General Data Protection Regulation GDPR and the Data Protection Act 2018. Where this policy differs from applicable regulations, the policy specified in the regulations will apply.

#### **What are your rights as a data subject?**

It is in our best interest to safeguard your rights as our customer, therefore, we would like you to have a clear understanding of what happens to your personal data once we have collected it. The following list explains your rights as an individual under the EU General Data Protection Regulation:

- You have the right to be informed of what we do with your data and to know what the purpose of collecting and processing is.
- You have the right to access your personal data and supplementary information so that you are aware of, and can verify, the lawfulness of the processing. You can obtain the following information: a) confirmation that your data is being processed and b) access to your personal data. We will provide this information within one month of the request and free of charge following the verification of the request.
- You have the right to request us to rectify your personal data if it is inaccurate or incomplete.
- You have the right to request the deletion or removal of your personal data where there is no compelling reason for its continued processing, although, this can only be done under specific circumstances. Find out more: <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/right-to-erasure/>
- You have the right to restrict the data processing, however, this can only be done under specific circumstances. Find out more: <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/right-to-restrict-processing/>
- You have the right to move, copy or transfer personal data easily from one IT environment to another in a safe and secure way, without hindrance to usability. This is commonly known as “data portability”. We will provide this in a structured, commonly used and machine-readable form, free of charge, and we will deliver it to you in one month following the request.
- You have the right to object to the processing of your personal data in certain circumstances. Find out more: <https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/right-to-object/>

- You have the right not to be subject to a decision that is based solely on automated processing in certain circumstances. Find out more: <https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/rights-related-to-automated-decision-making-including-profiling/>

### **Your right to complain to the ICO**

- Should you consider that your rights under the EU General Data Protection Regulation GDPR, the Data Protection Act 2018 have been infringed in any way, you have the right to complain to the Information Commissioners Office. Find out more: <https://ico.org.uk/make-a-complaint/complaints-and-compliments-about-us/>

### **Our details**

- F J Chalke Ltd is a company based in England. Our company number is 659059, registered in England and Wales.
- You can reach us at [gdpr@fjchalke.co.uk](mailto:gdpr@fjchalke.co.uk) .