

PRIVACY POLICY

In summary

Brighton Motorama Ltd takes data protection seriously and we are committed to protecting your personal information.

This policy explains what information we gather about you, what we use this information for, and who we give that information to. It also sets out your rights in relation to your information, how long we keep it, and who you can contact to find out more.

It is our policy to collect only the minimum information required from you. Although you do not have to provide any of your personal information to us, if we ask you to do so, and you refuse, we may be unable to provide you with information, goods or services you require from us.

What is personal information?

Personal information is anything that enables you to be identified or identifiable, such as your;

- First and last names
- Post and email addresses
- Telephone numbers
- Contact Details

Your personal information is sometimes called 'personal data'. We collectively refer to handling, collecting, protecting or storing your personal information as 'processing'.

Collecting personal information

Below are just some examples of how you may provide personal information to us:

- Asking for a quote
- Arranging for us to collect your vehicle
- Scrapping your vehicle with us
- Selling your vehicle to us
- Buying car parts from us
- Searching and browsing our website
- Providing us with business cards or contact information
- Third party clients referred to us

Using personal information

When you provide personal information to us, we may use it for any of the purposes described below, or as stated at the point we collect it from you (or as may be obvious to you from the context or collection) including:

- To provide the goods or service you have requested from us
- To administer and manage our website
- Any other purposes for which personal information has been provided to us, including any of the purposes given in the collection of personal information section.

We do not collect personally identifiable information for sale to third parties.

Legal grounds for processing personal information

We rely on one or more of the following processing conditions:

- To perform our contractual obligations to you; and/or
- To satisfy any legal and regulatory obligations to which we are subject to; and/or
- To satisfy our legitimate interests in the effective delivery of information and services to you and in the effective and lawful operation of our business; and/or
- When you have agreed (consented) to us processing your personal information

Security of personal information

We have implemented generally accepted standard of technology and operational security in order to protect personally identifiable information from loss, misuse, alteration or destruction

Only authorised persons are provided access to personally identifiable information we have collected, and such individuals have agreed to maintain confidentiality of this information.

Although we use appropriate measures once we have received your personal data, the transmission of data over the internet (including e-mail) is never completely secure.

We endeavour to protect personal data, but we cannot guarantee the security of data transmitted to or by us.

Sharing personal information

We may transfer, share or disclose the personal data we collect from you to third parties (other organisations or individuals) for:

- The purposes for which the information has been submitted
- The purposes listed above under 'use of personal information'
- The administration and maintenance of our website; and/or
- Other internal or administrative purposes

Typically we may share your data with the following:

- The DVLA if we are updating the V5 of a vehicle
- Payment processing companies

Other disclosure

We may also disclose personal information to third parties under the following circumstances:

- When explicitly requested by you
- As otherwise set out in this privacy policy

We may also disclose your personal information to law enforcement, regulatory and other government agencies and other third parties, as required by and/or in accordance with applicable law or regulation.

International transfer of personal information

Your personal information will not be transferred by us outside the UK or the European Economic Area.

Retention of personal information

We will retain your personal information only for as long as we need, given the purposes for which it was collected, or as required to do so by law.

Normally, this means we will retain your personal information for three years. For more information please contact us.

Rights in relation to your information

You have certain rights in relation to the personal information we hold about you, in particular, you have the right to

- Request a copy of personal information we hold about you
- Ask that we delete personal information that we hold about you, or restrict the way in which we use such personal information
- Object to our processing your personal information; and/or
- Withdraw your consent to our processing your personal information (to the extent such processing is based on consent and consent is the only permissible basis for processing)

If you would like to exercise these rights or understand if these rights apply to you, please contact us.

Automated decision making

We will not use your personal information for automated decision making or profiling.

Our Website

Our website may link to third party sites not controlled by us and which do not operate under our privacy practices. When you follow a link to third party sites, our privacy practices no longer apply. We encourage you to review each third party sites privacy policy before disclosing any personally identifiable information.

We do not intend to collect special category (also known as sensitive) personal information through our website (unless we are legally required to do so). Examples of special category information are: race or ethnic origin, political opinions, religious beliefs, trade union membership, sexual orientation and criminal records.

We are that you do not provide us with special category personal information when using our website.

Social Media

If you send us a message via social media, the message will be stored within our password protected account, it will not be shared with any other organisation.

Cookies

We use cookies on the Brighton Motorama website for a variety of purposes that are described in our Cookie Policy. By using the Brighton Motorama website you consent to the storing and accessing of cookies on your device in accordance with the terms of this Cookie Policy.

What are cookies?

A cookie is a small text file that a website saves on your computer or mobile device when you visit the site. It enables the website to remember your actions and preferences (such as login, language, font size and other display preferences) over a period of time, so you don't have to keep re-entering them whenever you come back to the site or browse from one page to another.

How do we use cookies?

About the Google Analytics Cookies

- **Google Analytics** sets first party cookies via a piece of JavaScript code. It sets four cookies automatically, and a fifth via opt-in (this relates to sharing information about your traffic with Google). Globally and in the European Union member states Google sets the following cookies:
- **__utma Cookie**
A persistent cookie - remains on a computer, unless it expires or the cookie cache is cleared. It tracks visitors. Metrics associated with the Google __utma cookie include: first visit (unique visit), last visit (returning visit). This also includes Days and Visits to purchase calculations which afford ecommerce websites with data intelligence around purchasing sales funnels.
- **__utmb Cookie** and **__utmc Cookie**
These cookies work in tandem to calculate visit length. Google __utmb cookie demarks the exact arrival time, then Google __utmc registers the precise exit time of the user. Because __utmb counts entrance visits, it is a session cookie, and expires at the end of the session, eg when the user leaves the page. A timestamp of 30 minutes must pass before Google cookie __utmc expires. Given __utmc cannot tell if a browser or website session ends. Therefore, if no new page view is recorded in 30 minutes the cookie is expired. This is a standard 'grace period' in web analytics. Ominture and WebTrends, among many others, follow the same procedure.
- **__utmz Cookie**
Cookie __utmz monitors the HTTP referrer and notes where a visitor arrived from, with the referrer siloed into type (Search engine (organic or cpc), direct, social and unaccounted). From the HTTP referrer the __utmz cookie also registers what keyword generated the visit, plus geolocation data. This cookie lasts six months. In tracking terms this cookie is perhaps the most important as it will tell you about your traffic and help with conversion information such as what source/medium/keyword to attribute for a Goal Conversion.
- **__utmv Cookie**
__utmv cookie lasts 'forever'. It is a persistent cookie that is used for segmentation and data experimentation. The __utmv cookie improves cookie targeting capabilities.
- **Google Adwords**
From time to time, we use Google AdWords Remarketing to advertise Brighton Motorama across the internet. AdWords remarketing will display relevant ads tailored to you, based on what parts of the Brighton Motorama website you have viewed, by placing a cookie on your machine. **This cookie does not in any way identify you or give access to your computer.** The cookie is used to say 'This person visited this page, so show them ads relating to that page.' Google AdWords Remarketing allows us to tailor our marketing to better suit your needs and only display ads that are relevant to you.'
- **Facebook Pixel**
This cookie is placed by Facebook. It enables Brighton Motorama to measure, optimise and build audiences for advertising campaigns served on Facebook. In particular, it enables Brighton Motorama to see how our users move between devices when accessing the Brighton Motorama website and Facebook to ensure that Brighton Motoramas Facebook advertising is seen by our users most likely to be interested in such advertising, by analysing which content a user has viewed and interacted with on the Brighton Motorama

website. For further information about the Facebook Pixel please see <https://en-gb.facebook.com/business/help/651294705016616>

How to control cookies

You can control and/or delete cookies as you wish – for details, see <http://www.aboutcookies.org.uk/managing-cookies>. You can delete all cookies that are already on your computer and you can set most browsers to prevent them from being placed. If you do this, however, you may have to manually adjust some preferences every time you visit a site and some services and functionalities may not work.

Contact us

If you have any questions or complaints about the way your personal information is processed by us, or would like to exercise one of your rights set out above, please contact us by one of the following means;

Email: brightonmotorama@btconnect.com

Post: Brighton Motorama Ltd, Unit 7 Bross Estate, New Road, Newhaven, East Sussex, BN9 0EH

Complaints

If you think your data rights have been breached you can raise a complaint with the Information Commission (ICO) <https://ico.org.uk/make-a-complaint/>

Version Control

We may update this privacy policy at any time by publishing an updated version. So that you know when we make changes to this policy, we will amend the revision date at the bottom of this page. The new modified or amended policy will apply from that revision date.

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