

GDPR Statement

West Midland Vehicles Ltd needs to gather and use certain information about individuals. These can include customers, suppliers, business contacts, employees and other people the organisation has a relationship with or may need to contact.

West Midland Vehicles Ltd is a company registered in England and Wales, with company number 1605927

The EU General Data Protection Regulation (GDPR) is a significant piece of European legislation which is effective from the 25th May 2018. It builds on existing data protection laws, strengthening the rights that EU individuals have over their personal data, and creating a single data protection approach across Europe.

How will West Midland Vehicles Ltd comply with the GDPR?

Our GDPR preparation started in January 2018 and as part of this process we are reviewing (and updating where necessary) all our internal processes, procedures, data systems and documentation to ensure that we fully comply with the GDPR.

Our GDPR Principles are:

- Data is gathered lawfully, ethically and securely
- Data is processed fairly and lawfully
- Data is processed only for specified and lawful purposes
- Processed data is adequate, relevant and not excessive
- Processed data is accurate and, where necessary, kept up to date
- Data is not kept longer than necessary
- Data is processed in accordance with an individual's consent and rights
- Data is kept secure
- Data is not transferred to countries outside of the European Economic Area ('EEA') without adequate protection [West Midland Vehicles Ltd also processes personal data to comply with the eight principles of the UK Data Protection Act 1998.](#)

Privacy Policy

You can [view our data privacy policy](#) which covers all information entered on this website and gathered in relation to vehicle rental agreements here:

Last update: May 2018

GDPR Policy

West Midland Vehicles Ltd has prepared a Data Protection Policy that covers all aspects of the business and is also enforced with 3rd party suppliers or representatives.

Last update: May 2018

What is GDPR?

The General Data Protection Regulation (GDPR) will become law on 25th May 2018 and will impact how personal data is collected and processed by companies.

At Neva Consultants, we are currently in the process of enhancing our existing data protection systems and processes in order to meet the new GDPR standards.

What is Personal Data?

Personal data refers to any information or expression of opinion that may allow an individual to be identified, for example, their name, address, gender etc. The term data refers to any digital, automated data or manual information gathered by a company.

What Personal Data does West Midland Vehicles Ltd gather?

West Midland Vehicles Ltd will only gather personal data that is necessary for the purposes of processing new orders. Personal data will generally only be collected directly from you. However, sometimes we may collect your personal data from another person, for instance a fleet manager, where the nature of your business with us necessitates this or if you are using our fleet management software. We do not collect any sensitive data, except where a physical or mental health vulnerability is disclosed directly to us during the process of an order.

How will West Midland Vehicles use my Personal Data?

Your data will be used for processing orders, ongoing contract communications, in-life contract services and notifications. Your data may be communicated to selected third parties in order to progress your order, for example, to our select panel of finance providers or approved dealerships. West Midland Vehicles aim to ensure that these third parties have sufficient data security measures in place when handling your data, and our monitoring of these measures will be enhanced according to our GDPR plan.

How is Personal Data stored at West Midland Vehicles?

West Midland Vehicles Ltd have existing physical, technical and organisational systems in place to ensure the safeguarding of personal client data which are being enhanced in line with GDPR recommendations. Personal data in physical and digital formats is stored in data centre locations within the UK and Ireland. Personal data stored in marketing software platforms or email archives may be stored in EU or US locations, however these are compliant with GDPR and privacy shield frameworks West Midland Vehicles have adopted strict confidentiality and data protection policies in relation to your data which all staff must adhere to and acknowledge annually.