

Security and Privacy Policy

West Midland Vehicles Ltd is committed to protecting your personal information. This policy aims to help you to understand what information we might collect about you and how we use it and to demonstrate our commitment to the protection of your personal information. To view our overarching Data Protection Policy please see our [Data Protection Policy](#)

For all our services, the data controller — the company that's responsible for your privacy, is Kendall Cars Limited, registered Company Number: 1605927 Registered address: Westmid House, 5 Stourbridge Road, Halesowen B63 3TT

Any questions regarding this policy and our privacy practices should be sent by email to: sales@westmid.co.uk or by writing to West Midland Vehicles Ltd at the address above. Alternatively, you can telephone 01215501500.

If you have further questions about our policy, please get in touch with our head office at: info@westmid.co.uk

How we collect your information

We obtain information about you in a number of ways when you use our website, for example when you make a query online, complete a proposal form online, contact us via our contact form or register to receive emails from us. Other information we collect when you browse our site may include your IP address, device and browser type.

What information is collected?

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping.
- We may use the information to improve our products and services.
- We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail. We may use the information to customise the website according to your interests.

Other information:

When completing online enquiry forms or entering personal details into our online proposal form, we will collect and store the information you enter at that point.

Dealing with Access Requests

A formal request from an individual (known in the Act as a data subject) for information that we hold about them must be made in writing. You need to make sure that:

- The person(s) asking for the information is who they say they are;
- Ensure that they have a valid reason for asking for it;
- Consider how you are sending sensitive information to them (email/ 'phone)

Online usage information:

When you visit or browse our website your online usage is tracked – the data collected includes information about pages you visit or vehicles you book. This data collection uses cookies (as described in our cookies section).

What do we do with the data we gather

We use your information in a number of ways and how it is used depends on the information gathered.

The majority of information stored is captured when an online visitor fills out an enquiry form or completes an online proposal. This information is securely stored in an online West Midland Vehicles Ltd's dedicated webserver and secure database site. This information is only used in response to an online order or enquiry submitted. The webserver is UK based and is not shared with any other companies.

Will only use your personal information for legitimate business purposes to administer your lease agreement or to provide the services you have requested from us. These include some or all of the following:

- To provide you with the information, customer service, products and services that you request from us
- To send you service messages by email, telephone or in writing such as lease agreement confirmation, e-sign orders and documents and, if opted in, email newsletters.
- To manage your account with West Midland Vehicles Ltd including sending agreements, contracts and vehicle information.
- To verify you are aged 18 years or older.

When you consent, we may provide you with information about services we offer that are similar to those that you have already purchased or enquired about by email.

We will not share your information for marketing purposes with companies outside of our group.

Marketing

If you have given us consent, we'll send you marketing messages by email with interesting emails about our latest news, vehicles, exclusive offers and more.

Customers who consent to receiving marketing emails will always have the option to unsubscribe at any point via a link at the bottom of every email they receive.

Testimonials:

If you give us feedback, we may use it to improve our services and we may publish it online or offline to promote our business and our services. We will ask for your consent before we publish it.

Cookies

How do we use cookies? Use of cookies

A cookie is a small piece of information sent by a web server to a web browser, which enables the server to collect information from the browser. Find out more about the use of cookies on www.cookicentral.com. We use 'cookies' to identify you when you visit this website and to keep track of your browsing patterns and build up a demographic profile. Our use of cookies also allows registered users to be presented with a personalised version of the site and have access to information about their account.

Other websites

The Site may contain links to other websites which are outside of our control and are not covered by this Privacy Policy. If you access other sites using the links provided, the operators of these sites may collect information from you which will be used by them in accordance with their privacy policy, which may differ from ours.

Internet-based transfers

Given that the Internet is a global environment, using the Internet to collect and process personal data necessarily involves the transmission of data on an international basis. Therefore, by browsing this website and communicating electronically with us, you acknowledge and agree to our processing of personal data in this way.

What to do if you don't want cookies to be set?

If you find the idea of this website storing information on your computer or mobile device a little intrusive, even though it is generally quite harmless, it is possible to block some or all cookies, or even to delete cookies that have already been set; but you need to be aware that you might lose some functions on this website. For information on how to control cookies being stored on your computer see: <https://www.aboutcookies.org/how-to-control-cookies/>

I agreed for this site to store cookies but have changed my mind.

If you previously agreed to allow www.westmid.co.uk to store cookies on your computer but have subsequently changed your mind then you can delete the cookie set by this choice – see <https://www.aboutcookies.org/how-to-delete-cookies/> to learn how to control and remove cookies stored on your computer.

Storage and Retention of Personal Data

We'll hold on to your information for as long as you have an account with us, or as long as is needed to be able to provide the services to you that you have requested.

If reasonably necessary or required to meet legal or regulatory requirements we may also keep hold of some of your information as required, even after you have closed your account or it is no longer needed to provide the services to you.

Where required by law we will keep your information for as long as the law stipulates – in the case of the rental agreements and sales ledger this will be up to ten years.

Controlling your personal data

We want to make sure that your personal information is accurate and up to date. If you would like to delete or make changes to your personal details, you can do so by getting in touch.

Access rights

You have a right to access the personal data held about you. This is known as "subject access request" To obtain a copy of the personal information we hold about you, please write to us or email us at info@westmid.co.uk – there is a £10 fee for this. You have the right under applicable data protection laws to access information held about you and you can do so by contacting us using the details provided below in this policy. We will aim to provide the relevant data within 14 days or a maximum of 40 calendar days from receipt of the subject access request.

Your rights

You have many rights relating to your personal information:

- The right to be informed about how your personal information is being used (like this privacy notice)
- The right to request access to personal information held about you and a copy of it;
- The right to obtain, without undue delay, the rectification of inaccurate or incomplete personal data
- The right to request that we delete your data, or stop processing it or collecting it, in some circumstances
- The right to withdraw consent and stop direct marketing messages
- The right to object to the processing of, personal data in certain circumstances, for example, where West Midland Vehicles Ltd processes personal data for legitimate purposes but you do not feel that your interests or fundamental rights and freedoms have been protected
- The right to request that we transfer or port elements of your data either to you or another service provider on your behalf where technically feasible
- The right to complain to your data protection regulator – in the UK, the Information Commissioner's Office.

Sharing your data – Information Collected

We promise to keep your details safe and will never sell your data on to any third party including your name, address, email or credit card.

By using us you are consenting to us using and storing your data.

We collect personal information from visitors to www.westmid.co.uk ('the Site') through the use of online forms and every time you email us your details. We collect additional information automatically about your visit to our website.

You agree that 1) we will hold your relevant personal data on our internal systems 2) If it has changed, we will update your personal data each time you transact with us 3) As we are a credit broker we may need to share your personal data with relevant partners such as finance company or the supplying dealership. 4) We may use your personal data to provide services that are relevant to you, however we will not share your data for marketing purposes. 5) We may also use your personal data in an analytical way to improve our customer experience and/or the services we offer 6) We will use the web browser cookies when you visit our website

Links to other websites

Our website may contain links to other websites run by other organisations. This privacy policy applies only to our website (www.westmid.co.uk). We encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for the privacy policies and practices of other sites even if you access those using links from our website.

Children and adults under 18 years

We aim to protect the privacy of children aged 16 or under. If you are aged 16 or under, please ask your parent or guardian's permission before you provide us with personal information.

Event of Breach

In the highly unlikely event of a data breach our first course of action will be to shut down relevant services to limit further exposure to the dangers.

If the data breach is minor and will not result in a risk to the rights and freedoms of any natural persons then the security issue will be resolved internally and further security measures put in place to stop further breaches.

If the data breach is considered more serious then West Midland Vehicles Ltd will contact the Information Commissioner's Office (ICO) as quickly as possible who will ensure we clean up the breach to the regulator's requirements. If the ICO request we contact any affected persons then this will be done using any method deemed most appropriate by the ICO. The ICO Number for West Midland Vehicles is Z5757749.

Changes to our policy

From time to time we may change our privacy policy to reflect how we are processing your data. We will always update the privacy policy on our website, so please try to read it when you visit the website.

This privacy policy was last updated in April 2018.

How to contact us

We welcome your views about our website and our Privacy and Data Protection Policy. Please contact Jane Everitt on: Jane@westmid.co.uk with any comments, queries or concerns or if you wish to know more about how your information will be used. **The information Commissioners Office ("ICO")** We are required under the Data Protection Act 1998 to notify the ICO of the purposes for which we process personal information. These details are publicly available from the ICO at: Information Commissioner, Wycliffe House, Water Lane, Wilmslow SK9 5AF Telephone: **0303 123 1113** www.ico.org.uk West Midland Vehicles Ltd: Data protection Registration Number is Z12345667.