

Data Protection & Privacy Policy

Introduction

In the course of our activities we will obtain handle process, store, transport and destroy personal data and we recognise that the correct and lawful treatment of this data will maintain confidence in our organisation and will protect our customers.

The types of personal data that we may be required to handle include information provided to us by clients, as well as employees, suppliers, and others with whom we communicate. The personal data, which may be held on paper, computer or other media, is subject to certain legal safeguards specified in the **Data Protection Act 1998** (“the Act”) and other regulations. The Act imposes restrictions on how we process personal data; it is a criminal offence to breach these.

Fair & Lawful Processing

The Act is not intended to prevent the processing of personal data but to ensure that it is done fairly and without adversely affecting the rights of the individual. An individual must be told who the data controller is (Westmid Vehicles), the purpose for which data is to be processed, and the identities of anyone to whom the data may be disclosed or transferred. Our sales processes and documentation are designed so that these requirements can be met for customers.

Processing for Limited Purposes

Personal data may only be processed for the specific purposes notified to the individual when the data was first collected or for any other purposes specifically permitted by the Act. In other words, personal data must not be collected for one purpose and then used for another PAGE 17

Adequate, relevant and non-excessive processing

Personal data should only be collected for the specific purpose notified to the individual. Any data which is not necessary for that purpose should not be collected in the first place but if it is, it must be securely destroyed immediately

Accurate Data

Personal data must be accurate and up to date. Information which is incorrect or misleading is not by definition accurate and controls should be in place to check the accuracy of any personal data at the point of collection and at regular intervals afterwards.

Timely Processing

Personal data should not be kept longer than is necessary for the purpose, for which it was originally collected. [Please refer to the Record Retention Policy].

Processing in line with the individual’s rights

Data must be processed in line with an individual’s rights. Individuals have a right to:

- (1) Request access to any data held about them by us.
 - (2) Ask to have inaccurate data amended.
 - (3) Prevent processing that is likely to cause damage or distress to themselves or any-one else.
- Ask to have inaccurate data amended.

Data Security

We must ensure that appropriate security measures are taken against the accidental loss of personal data, or its unlawful or unauthorised use. Individuals may apply to the courts for compensation if they have suffered damage from such a loss and the potential for reputational damage to the firm is significant

The Act requires us to put in place processes to maintain the security of all personal data from the point of collection to the point of destruction. Personal data may only be transferred following permission from an individual, to a third-party data processor if they agree to comply with those procedures and policies, or if they put in place adequate and equivalent measures of their own. Maintaining data security means guaranteeing the confidentiality, integrity and availability of the personal data, defined as follows:

1. **Confidentiality** means that only people who are authorised to use the data can access it.
2. **Integrity** means that personal data should be accurate and suitable for the purpose for which it is processed.
3. **Availability** means that authorised users should be able to access the data if they need it for authorised purposes. Personal data should therefore be stored on our central computer system and not on your PCs or personal computer drives.

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)

Loss of information

We know that mistakes will occur from time to time so in the event you do lose information, or equipment or documentation from which customer or confidential information could be extracted, you must inform the Managing Director immediately so that the appropriate steps can be followed to protect the interests and information of our customers This Privacy Policy sets out the data processing practices carried out through the use of the Internet and the World Wide Web by West Midland Vehicles Ltd. If you have any requests concerning your personal information or any queries with regard to these practices please contact us at sales@westmid.co.uk, alternatively you can telephone us on 0121 550 1500.

Information collected

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.

Use of personal information

- providing and personalising our services
- dealing with your enquiries and requests
- providing you with information about products and services we offer
- You may opt in by sending us an email at sales@westmid.co.uk calling us on 0121 550 1500, or writing to us at the following address:
Westmid House
Stourbridge Road
Halesowen
West Midlands
B633TT

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.

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.

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.