



NovaCars

Nova Cars Privacy Policy

For the purposes of this policy “the Company”, “we”, “us”, “our” etc. refers to Nova Cars Ltd.

The General Data Protection Regulation (GDPR) lay down certain rules in relation to the way personal data is collected, stored and disposed of.

We are committed to upholding the Data Protection Principles in the interests of protecting personal data from being collected or processed inappropriately and this document explains how we use any personal data we collect about you, or others whose information is provided to us, as well as your rights in relation to this data.

As a car dealership, we process personal data in the capacity of a ‘data processor’- this being any person, other than an employee of the data controller, who processes personal data on behalf of the data controller. This is most likely to be the case when obtaining and processing personal data for the purposes of vehicle finance, provision of warranty or service agreements.

We are also considered to be a ‘data controller’ for some data, this being the person who either jointly or alone determines the purposes for which personal data can be processed. This is most likely to occur when obtaining, storing and processing data regarding the administration of client accounts and for marketing purposes.

Personal information collected

We collect information from you through telephone conversations, online messaging services, emails we send that you read and click, the pages you visit on our website after clicking emails or completing online forms and of course face-to-face.

We may use cookies and tracking pixels to identify you when you visit our website to understand your interests and optimise our marketing.

Data you provide with consent is held until you withdraw that consent. Data about how you engage with us, such as reading emails and browsing web pages is held for up to 8 years from the last time you engage with us.

How your personal information is used

- Providing and personalising our services and website.
- Transactional information regarding car purchase or sale.



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- Credit & Finance Application.
- Dealing with your inquiries and requests
- Administering orders and accounts
- Providing you with information about products and services
- Understanding what is of interest to you to improve our websites and the services we provide

Legal basis

We use consent and legitimate interest as the GDPR basis to store and process your data.

Legitimate interests include

- Responding to enquiries you make whether by phone, email, contact form, live chat or other method.
- Tailoring information based on your activity, such as the content in which you show interest.
- Sending emails with marketing information and tips

Consent

In agreeing to this privacy notice you consent to us processing your personal data for the purposes outlined.

If at any point you would like to opt-out or withdraw previously given consent please contact us using the details at the end of this policy. All our marketing emails contain unsubscribe links.

Cookies and analytics

We use cookies and analytics to gather usage information about our website and communications. This helps us understand their effectiveness.

We may use cookies to identify you when you visit our website, keep track of your browsing patterns.

Disclosures

We will not sell, barter or rent your data. We may use third party suppliers to help us process your data but only for the purposes identified in this policy.



NovaCars

Our website and communications may include links to third parties. We are not responsible for the privacy policies and practices of any third party to whom we link.

Storing and Retaining Personal Data

Data is stored in a range of different places, including our electronic and hard copy CRM management systems, and other IT systems including email accounts. We have internal policies and controls in place to try and ensure that your data is not lost, accidentally destroyed, misused or disclosed and all personal data, in whatever format, is disposed of securely and confidentially.

We endeavour to retain personal data for no longer than is necessary for the purposes for which it is processed. This will be for time periods either recommended by best practice or statutory requirements.

In order to protect the interests of the Company in line with legal timeframes, personal data may be retained for a period of six (6) years following termination of the services or engagement.

Data Privacy Rights

As a Data Subject you have the right to:

- Withdraw consent for processing your personal data (this will not affect the processing of your data where it is based on lawful grounds, other than consent)
- Access and obtain a copy of the information we hold about you
- Request to change inaccurate or incomplete data, or to stop processing data for a period, if data is inaccurate or there is a dispute about it
- Request that we stop processing or delete the information we hold about you
- Obtain and reuse your personal data for your own purposes
- Object to;
 - the processing of your data where we rely on 'legitimate interest', or 'performance of a task in the public interest / exercise of official authority' as the legal ground for processing
 - direct marketing
 - processing for the purposes of scientific/historical research and statistics

If you would like to exercise any of these rights, including making a subject access request, please write to Neil Cole at the address below, or contact the Information Commissioner's Office (ICO) - <https://ico.org.uk>. Please note that any requests relating to data processed on behalf of clients should be referred to the Data Controller (the client Company).



International information transfers

We use trusted companies to process data outside the European Economic Area. We keep shared data to the minimum necessary, review the privacy policies of those companies and only work with companies we trust to keep your data safe.

Amendments

We review and update our privacy policy from time to time. We may notify you of updates by email. It was last updated May 2018.

Contact information

If you have any requests concerning your personal information or any queries with regard to these practices, please email dataprotection@novacars.co.uk or contact us at:

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TF10 7DX

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