

PRIVACY AND DATA PROTECTION POLICY

Who we are

This website is owned and maintained by West Midland Vehicles Ltd, a privately owned Company, Company Registration Number 1605927. The terms 'we', 'us' and 'our' shall be construed as West Midland Vehicles Ltd

Purpose

This Privacy and Data Protection Policy explains how we use any personal information we collect about you when you use this website.

A brief outline of the Data Protection Act

The Data Protection Act (1998) protects personal information held about individuals and implements part of the European Convention on Human Rights. It applies only to information about individuals (such as names, addresses, personal reference numbers, income, entitlement to benefits). It does not apply to non-personal data, such as that relating to businesses and limited companies. You have a right to know what information is being held about you, that such information is not kept for longer than the purpose for which it was supplied requires it to be, that it is relevant and required for the purpose and that it is kept up to date. No sensitive data that is either excessive or irrelevant to the purpose should be either requested or held. Examples of sensitive information about an individual might include information about racial or ethnic origin, political opinions, religious or other beliefs, membership of a Trade Union, physical or mental health or condition, sexual life, alleged or actual commission of any offence, proceedings for offences committed or alleged to have been committed and their outcomes.

Your right to privacy - how we implement the requirements of the Act

West Midland Vehicles Ltd is registered under the Data Protection Act 1998 and therefore conforms to all its requirements to protect your personal information both physically and by not releasing it to any other party without your explicit consent. These principals apply whether you are a current customer of West Midland Vehicles Ltd, have been a customer in the past or have simply made an enquiry with us.

Where information about you is required by us it might be on one of our **forms** which we have sent to you by email, fax or post, or which you have completed online on our website, or **downloaded** from our website and completed on your desktop. Inevitably, we will also have gathered some information that you have given during telephone conversations, on emails, faxes or in letters.

What forms you might be required to sign

When one of our forms requires your signature it is always stated clearly and explicitly if you are thereby giving your consent for us to pass this information on to another party, and that it is necessary in order for us to be able to provide the service you

require of us. The Act in fact requires that consent must be both explicit and necessary. Therefore, requests for your consent are restricted to applications for finance made to us by you. In these cases alone, the information provided on the form has to be passed on to the finance company, who will in turn use it to check your creditworthiness with a **credit reference agency**, the most commonly used of which are listed below along with other useful addresses. We only use major, well-known and reputable finance companies that, in turn, only use well-known and reputable credit reference agencies that are bound by, and implement rigidly, the same principals of Data Protection as us.

Where explicit consent has not been requested to pass information about you to another party, it is because there is no need in this context to do so and therefore none of this information is disclosed.

We do not sell or otherwise make available any information to marketing, or data collecting organisations whatsoever.

Our website does not capture or store personal information, other than logging the computer's IP address and session information, for example, the duration of the visits and the types of browsers used. The server recognizes these anonymous data items and only uses them for system administration and to provide crude statistics used to evaluate the overall use of the site. An example of the need to carry out these functions would be to ensure that the site is always equipped to be able to cope with current web traffic levels. We do not use cookies for collecting user information from the site.

Your information rights and procedures for checking your own credit file are available from the government Data Protection website (see link above).

The act itself can be read, if you wish, at - <http://www.hmsso.gov.uk> (Copy and paste the URL into your browser's address bar)

Whilst you can visit our website without telling us who you are or providing any information about yourself, if you do provide us with personal information about yourself for e.g. through submitting the contact form on our website, we will only use this information in accordance with data protection legislation and will at all times take your privacy very seriously. By using this website and when submitting any personal details to this website or by email, you are accepting the terms of this Policy and consent to our processing of your personal information in accordance with this Policy.

What information do we collect about you?

We collect personal information about you when you voluntarily request information from us or send it to us through this website (for example through the online contact form).

The personal information you are likely to be asked for may consist of your name, address, organisation, telephone number and email address in order that we may fulfil your request.

How we use your information

The protection of your personal information is very important to us and we will only process your personal information to allow us to deal with your enquiries, provide you with a service and authenticate your identity.

We may share your information to third parties where permitted by the Policy, or when required to do so by law, court order or regulation.

If you apply to us for a credit or hire agreement then we may obtain data from third parties such as credit reference agencies and fraud prevention agencies or share with them your information.

Once you become our customer, we reserve the right to pass your information to a third party for administrative purposes. This includes the transfer of your personal information to our advisers and any prospective purchasers and their advisers should the business be sold or integrated via transfer or merger with another business. Any third party will be under a duty to keep your information confidential and to only use it for the relevant administrative purposes or to consider the purchase / transfer / merger.

We may also use aggregate information and statistics for the purpose of monitoring website usage in order to help us develop the website and our services. The statistics will not include information that can be used to identify any individual.

We will only retain information collected about you for as long as permitted for legitimate business purposes in accordance with the **Data Protection Act 1998**.

Your rights of access

You have the right to request a copy of the information that we hold about you. If you would like a copy of some or all of your personal information, please email dataprotection@libertyleasing.co.uk or write to us at the following address. A small charge may be levied for the provision of such information.

West Midland Vehicles Ltd, Westmid House, 5 Stourbridge Road, Halesowen B63 3TT

Links to other websites

This website may contain links to other sites. Personal information may be collected through those other websites and this Privacy and Data Protection Policy does not apply to those websites.

Changes to our Privacy and Data Protection Policy

We keep this Policy under regular review and, as such, the Policy may change from time to time. We recommend that you read this Policy before submitting any personal information to us through this site and regularly thereafter for any changes.

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.