

## Privacy Policy

Chequers Autos Limited *cares about your privacy*

For this reason, we collect and use personal data only as it might be needed for us to deliver to you our products, services (collectively, our “Services”). Your personal data includes information such as:

- Name
- Email address
- Phone Number
- Other data collected that could directly or indirectly identify you.

Our Privacy Policy is intended to describe to you how and what data we collect, and how and why we use your personal data. It also describes options we provide for you to access, update or otherwise take control of your personal data that we process.

If at any time you have questions about our practices or any of your rights described below, you may reach our Data Protection Officer (“DPO”) and our dedicated team that supports this office by contacting us at [info@chequersautosltd.co.uk](mailto:info@chequersautosltd.co.uk). This inbox is actively monitored and managed so that we can deliver an experience that you can confidently trust.

### What information do we collect?

We collect information so that we can provide the best possible experience when you utilize our Services. Much of what you likely consider personal data is collected directly from you when you:

- (1) create an account or filling an enquire form, or any of our Services
- (2) complete contact forms, enquire form, or any of our Services that require enquires (ex: email)

However, we also collect additional information when delivering our Services to you to ensure necessary and optimal performance. These methods of collection may not be as obvious to you, so we wanted to highlight and explain below a bit more about what these might be (as they vary from time to time) and how they work:

**Account related information** is collected in association with your use of our Services, such as customer service requests and notes or details explaining what you asked for and how we responded. when services renew or expire, information

requests, and customer service requests and notes or details explaining what you asked for and how we responded. **Cookies and similar technologies**

our website allows us to track your browsing behaviour, and to collect various data, about how you use and interact with our Services. This allows us to provide you with more relevant product offerings, a better experience on our site, and to collect, analyse and improve the performance of our Services. We may also collect your location (IP address) so that we can personalize our Services. For additional information, and to learn how to manage the technologies we utilize, please visit our [Cookie Policy](#).

### **Data about Usage of Services**

is automatically collected when you use and interact with our Services, including metadata, log files, cookie/device IDs and location information. This information includes specific data about your interactions with the features, content and links (including those of third-parties, such as social media plugins) contained within the Services, Internet Protocol (IP) address, browser type and settings, the date and time the Services were used, information about browser configuration and plugins, language preferences and cookie data, information about devices accessing the Services, including type of device, what operating system is used, device settings, application IDs, unique device identifiers and error data, and some of this data collected might be capable of and be used to approximate your location.

### **How we utilize information.**

We strongly believe in both minimizing the data we collect and limiting its use and purpose to only that (1) *for which we have been given permission*, (2) *as necessary to deliver the Services you purchase or interact with*, or (3) *as we might be required or permitted for legal compliance or other lawful purposes*. These uses include:

### **Delivering, improving, updating and enhancing the Services we provide to you.**

We collect various information relating the use and/or interactions with our Services. We utilize this information to:

- Improve and optimize the operation and performance of our Services (again, including our website)
- Diagnose problems with and identify any security risks, errors, or needed enhancements to the Services
- Detect and prevent fraud and abuse of our Services and systems
- Collecting aggregate statistics about use of the Services

Often, much of the data collected is aggregated or statistical data about how individuals use our Services, and is not linked to any personal data, but to the extent it is itself personal data, or is linked or linkable to personal data, we treat it accordingly.

### **Sharing with trusted third parties.**

We may share your personal data with affiliated companies within our corporate family, with third parties with which we have partnered to allow you to integrate their services into our own Services, and with trusted third-party service providers as necessary for them to perform services on our behalf, such as:

- Performing analysis of our Services and customers' demographics
- Communicating with you, such as by way email
- Customer relationship management

We only share your personal data as necessary for any third party to provide the services as requested or as needed on our behalf. These third parties (and any subcontractors) are subject to strict data processing terms and conditions and are prohibited from utilizing, sharing or retaining your personal data for any other purpose than as they have been specifically contracted for (or without your consent).

### **Communicating with you.**

We may contact you directly regarding products or services you have signed up or purchased from us, such as necessary to deliver transactional or service related communications. We may also contact you with offers for additional services we think you'll find valuable if you give us consent, or where allowed based upon legitimate interests. You don't need to provide consent as a condition to purchase our goods or services. These contacts may include:

- Email
- Text (SMS) messages
- Telephone calls

You may also update your subscription preferences with respect to receiving communications from us and/or our partners by emailing us.

If you make use of a service that allows you to import contacts (ex. using email marketing services to send emails on your behalf), we will only use the contacts and any other personal information for the requested service. If you believe that anyone has provided us with your personal information and you would like to request that it be removed from our database, please contact us at [info@chequersautosltd.co.uk](mailto:info@chequersautosltd.co.uk).

## **Transfer of personal data abroad.**

We don't provide that facility.

## **Compliance with legal, regulatory and law enforcement requests.**

We cooperate with government and law enforcement officials and private parties to enforce and comply with the law. We will disclose any information about you to government or law enforcement officials or private parties as we, in our sole discretion, believe necessary or appropriate to respond to claims and legal process (such as subpoena requests), to protect our property and rights or the property and rights of a third party, to protect the safety of the public or any person, or to prevent or stop activity we consider to be illegal or unethical.

## **Website analytics.**

PLEASE BE AWARE, we may or may not use web analytics tools provided by service partners such as Google Analytics, to collect information about how you interact with our website or mobile applications, including what pages you visit, what site you visited prior to visiting our website, how much time you spend on each page, what operating system and web browser you use and network and IP information. We use the information provided by these tools to improve our Services. These tools place persistent cookies in your browser to identify you as a unique user the next time you visit our website. Each cookie cannot be used by anyone other than the service provider (ex: Google for Google Analytics). The information collected from the cookie may be transmitted to and stored by these service partners on servers in a country other than the country in which you reside. Though information collected does not include personal data such as name, address, billing information, etc., the information collected is used and shared by these service providers in accordance with their individual privacy policies.

## **Third-party websites.**

Our website contain links to third-party websites. We are not responsible for the privacy practices or the content of third-party sites. Please read the privacy policy of any website you visit.

## **How you can access, update or delete your data.**

To easily access, view, update, delete or port your personal data (where available), or to update your subscription preferences, please email us at [info@chequersautosltd.co.uk](mailto:info@chequersautosltd.co.uk).

If you make a request to delete your personal data and that data is necessary for the products or services you have purchased, the request will be honoured only to the extent it is no longer necessary for any Services purchased or required for our legitimate business purposes or legal or contractual record keeping requirements.

If you are unable for any reason to access our email address, you may also contact us by one of the methods described in the “Contact Us” section below.

## **How we secure, store and retain your data.**

We follow generally accepted standards to store and protect the personal data we collect, both during transmission and once received and stored, including utilization of encryption where appropriate.

We retain personal data only for as long as necessary to provide the Services you have requested and thereafter for a variety of legitimate legal or business purposes. These might include retention periods:

- mandated by law, contract or similar obligations applicable to our business operations;
- for preserving, resolving, defending or enforcing our legal/contractual rights; or
- needed to maintain adequate and accurate business and financial records.

If you have any questions about the security or retention of your personal data, you can contact us at [info@chequersautosltd.co.uk](mailto:info@chequersautosltd.co.uk).

## **‘Do Not Track’ notifications.**

Some browsers allow you to automatically notify websites you visit not to track you using a “Do Not Track” signal. There is no consensus among industry participants as to what “Do Not Track” means in this context. Like many websites and online services, we currently do not alter our practices when we receive a “Do Not Track” signal from a visitor’s browser. To find out more about “Do Not Track,” you may wish to visit [www.allaboutdnt.com](http://www.allaboutdnt.com)

## **Age restrictions.**

Our Services are available for purchase only for those over the age of 18. Our Services are not targeted to, intended to be consumed by or designed to entice individuals under the age of 18. If you know of or have reason to believe anyone under the age of 18 has provided us with any personal data, please contact us.

## **Changes in our Privacy Policy.**

We reserve the right to modify this Privacy Policy at any time. If we decide to change our Privacy Policy, we will post those changes to this Privacy Policy and any other places we deem appropriate, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. If we make material changes to this Privacy Policy, we will notify you here, by email, or by means of a notice on our home page, at least thirty (30) days prior to the implementation of the changes.

## **Contact us.**

If you have any questions, concerns or complaints about our privacy Policy, our practices or our Services, you may contact our Office of the DPO by email at [info@chequersautosltd.co.uk](mailto:info@chequersautosltd.co.uk).

In the alternative, you may contact us by either of the following means:

- By Phone - 0207 720 7287

***We will respond to all requests, inquiries or concerns within thirty (30) days.***

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