



## PRIVACY POLICY

SMS Guildford Surrey Motor Services respects your privacy and your right to understand how your information will be handled and used. Our Privacy Policy explains how we collect, use and store your information. SMS Guildford ensures that all information protection and customer legislation standards are met when handling any of your personal information.

References in this Privacy Policy to "we", "us" and "SMS Guildford" are to Trade Tyres Limited (company number 04926756), registered office 42 Moorfield Road, Slyfield Industrial Estate, Guildford, Surrey, GU1 1RU trading as SMS Guildford Surrey Motor Services.

### **What Information Do We Collect & How Do We Use It?**

We collect and use information about you to ensure that we can continue to provide you with a motor services both at our MOT Centre and online bookings. You provide us with your information directly when you phone us to make a booking, request a quote or place an order via the phone, send an enquiry or place a booking online via the website [smsguildford.com](http://smsguildford.com).

SMS Guildford work with a number of trusted service providers who supply services on our behalf and we may share your personal data with these service providers to process your request or provide the services, for example a customer service ticketing. These service providers are contractually obligated to keep the personal data they may have received confidential and secure and to use your personal data only based on our instructions.

Security of our website is of utmost importance to us. SMS Guildford uses software to provide high level encryption technology. Although we use advanced security measures to protect your information against loss, misuse and alteration, as is the case with all computer networks linked to the internet, we cannot make absolute guarantees over the security of the information you provide over the internet and as such we cannot be held responsible for it.

We will never contact you by email to ask you to send or confirm any of your personal details, if we need any information of this nature we will only contact you by telephone. Never send any sensitive information, such as passwords or credit card information, via email. When you make a purchase with SMS Guildford, we will collect necessary information about you to ensure we can fulfil your order.

When you place an order with SMS Guildford for products or services, will need to take your vehicle registration number, model and make, additional contact details and delivery information from you so that we may complete your order.

For online orders and phone bookings we will need to collect your information in order to provide you with our invoice to be paid by yourself. We may also need to ask for additional information from you, e.g. to prevent fraudulent transactions, to comply with anti-money laundering obligations, or to ensure that we comply with our legal obligations. For bank transfer or card refunds we may need to collect data to ensure your refund can be made to your original payment account.

When you visit SMS Guildford at our MOT Centre, we collect your contact information and information about your vehicle to provide you with the vehicle check-up or diagnostics services, order necessary parts, undertake your annual MOT test, maintain or provide one of the motor and tyre services for your vehicle whether by our recommendation to you or you request us to do so.

If you place the order online, information can be collected through your IP address or through cookies placed on your device. Some cookies are needed for the proper functioning of the website. Examples of where these cookies are used include: to store how many items are in your shopping bag. Other cookies are used for analytics purposes such as Google Analytics and, which help us understand how and when you first visited our site, the frequency of your visits and the duration of time spent on our site.

Finally, some cookies such as Google AdWords', Instagram, Facebook, Twitter are used to provide you with personalised advertisements when you visit other selected websites, after your visit to SMS Guildford. These advertisements will be in the form of 'banner advertising' and will show you products that we believe you will be interested in, based on your browsing history on our website.

When you make a purchase on SMS Guildford, we will collect information about you to ensure we can fulfil your order or chosen service (including your name, contact details, delivery address and your vehicle information).

Our site may, from time to time, contain links to and from our websites and digital platforms of our partner networks, suppliers, and social media pages. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal information to these websites.

## **Managing Your Marketing Preferences**

At any point that you interact with us, you may be given the opportunity to opt-in to join the SMS Guildford mailing list. SMS Guildford will only send you marketing communications where you have explicitly consented to receive them and using your preferred channels of communication. We will continue to communicate with you in the same way until you tell us otherwise. If you do nothing, we will assume that you are happy for SMS Guildford to continue to send you marketing communications in the same way.

If you have opted-in to receive marketing communications from us, you can manage your preferences online at any time. To manage your preferences please go to your SMS Guildford account.

## **How Can You Manage The Information We Hold About You**

As part of our commitment to our customer service, where you have provided consent, we personalise your experience by only sending communications about MOT and service reminders and vehicle services and events that we believe you will be interested in. You have always been able to opt-out of these communications but now it is easier than ever to manage your preferences:

- You can unsubscribe from individual email communications via the “Unsubscribe” link at the bottom of each of our email communications.
- For assistance contact our Customer Team by email at Data Protection Officer at [dpo@smsguildford.com](mailto:dpo@smsguildford.com)

It can take up to three weeks for your preferences to be registered on our system, so you may still receive communications from us during this period.

Should you wish to know more about what information we hold about you including making changes to, or requesting the deletion of, information that we hold about you, you are also entitled by law to make a Data Subject Request. You can make such a request by emailing us at [dpo@smsguildford.com](mailto:dpo@smsguildford.com). Please note that we may need to exclude certain information as part of your request, e.g. in order to protect the privacy of other individuals or if we are permitted to exclude the information for legal or other reasons.

## **How Do We Keep Your Information Secure?**

We make sure that we have information security measures in place to keep your information secure. Where we ask third parties to work on our behalf, before sharing information we always make sure that they have sufficient information security measures in place.

SMS Guildford work with a number of third parties to help us deliver excellent services to you. We require all third parties that interact with information to undergo an Information Security Due Diligence Assessment to ensure that information is only shared where third parties have appropriate security measures in place.

We will not share your information with any third parties who might wish to market their goods and services to you unless you have provided your consent. SMS Guildford does not routinely share information outside of the European Economic Area (EEA). If it is necessary, we will only do so with the relevant protection in line with data protection legislation requirements.

## **How Long do SMS Guildford keep your information?**

We keep your personal data for a limited period of time in line with our data retention policy. The specific retention period will vary according to the reason for processing your data. After this period, your information will be permanently erased or otherwise irreversibly rendered anonymous.

Your personal data is retained in accordance with the following criteria: When you have purchased from SMS Guildford we will retain the billing data until the end of the relevant accounting period, normally seven years from the billing date in line with current UK tax laws.

When you make a payment, we will retain your payment details up to the certification of the payment and the completion of the relevant administrative-accounting formalities regarding your right of withdrawal and the terms applied for the disputing of the payment.

When you provide us with personal data in order to use the services of SMS Guildford, such as marketing communications, we will keep your data for this purpose until the termination of the service or until you cancel your subscription to the service. When you give SMS Guildford your consent to send you marketing communications, you can withdraw your consent at any time. We will consider your consent to be current for seven years from your last interaction with any email that we send you, with our App or with SMS Guildford.

When we use your personal data and browsing history to analyse your behaviour in order to customise the website and to show you personalized sales offers, we will keep the data for analytical purposes until you ask us to delete it. When we use personal data for market research and satisfaction surveys, we will keep the data until you ask us to stop.

When you contact the SMS Guildford Customer team, we will keep any additional personal data you provide that is specific to your inquiry for as long as you remain an active customer of SMS Guildford. We will keep any call recordings for twelve months. Please note that credit card details are not recorded as part of the call.

## **Contacting Us**

When you contact SMS Guildford through any channel (including by phone, post, email or social media), we will collect information about you in order to respond to your query, request or feedback. Please note, if you contact SMS Guildford by phone your call may be recorded for quality, training and security purposes.

## **How Will I Know If This Privacy Policy Changes?**

If we specifically change the way in which we use your personal information or if we need to notify you about a change to the information that we hold about you, we will specifically contact you.

Any future changes to our Privacy Policy will be updated at SMS Guildford with the last date of update displayed as below. We advise you to check here to learn about the up to date information that we collect, use and share.

SMS Guildford Privacy Policy updated in May 2018.