

WEBSITE PRIVACY AND LEGAL INFORMATION

Telford Motors has made every effort to ensure the accuracy of the information contained in this site.

Whilst every effort is made to produce up to date products and specifications, this site should not be regarded as an infallible guide to our vehicles products and services, nor does it constitute an offer for the sale of any particular vehicle.

PRIVACY INFORMATION

www.telfordmotors.co.uk

We are committed to ensuring any personally identifiable information we hold is in done so in line with the following regulations:

- **EU Regulation 2016/679 The General Data Protection Regulations.**
- **EC Directive Privacy and Electronic Communications Regulations.**

Our privacy notice below explains what information governed by the GDPR, we collect from you, or that you provide to us. It explains the basis on which we collect the information, how we collect it and how it will be processed by us.

This notice is part of our broader Terms & Conditions notification and is supplemented by our GDPR compliance policy (available on request).

We will publish any changes to our policy on this page and highlight the changes to visitors. This was last updated in April 2018.

This privacy statement has been prepared in fulfilment of the obligations under **Art. 10 of EC Directive n. 95/46/EC**, and under the provisions of **Directive 2002/58/EC, as revised by Directive 2009/136/EC, on the subject of Cookies.**

TERMS USED IN THIS DOCUMENT

We, Us, Our	Telford Motors Ltd (See Telford Motors)
Telford Motors	Telford Motors Limited Company number: 03908444 Registered Address: Holyhead Road, Ketley, Telford, Shropshire, TF1 5YB Contact Email: info@telfordmotors.co.uk
Cookie	A small text file stored on your device by our website and by technology in use on our website.
Personal Data, Personally Identifiable Data, Personally Identifiable Information	Information which can be used to identify an individual either directly or indirectly.
You, Data Subject, Individual	Any single individual using this website.
Processing	Performing any operation on Personal Data such as storing or using.
Website	Our website located at www.telfordmotors.co.uk .
GDPR	The General Data Protection Regulation (EU Regulation 2016/679).
PECR	The Privacy and Electronic Communications Regulations.
Automated Processing	Processing performed entirely based on automated processed.
DPO	Data Protection Officer. Our nominated point of contact for all data protection issues.
Data Controller	The individual or organisation who determines the reason for collecting personal data, in the case of this website it is Telford Motors Ltd.
Data Processor	A Third party that processes information on behalf of the Data Controller.

DATA CONTROLLER

We are the data controller in respect of our website, and we collect the information in line with the GDPR. We have taken appropriate security measures to prevent unauthorized access, disclosure, modification, or unauthorized destruction of the Data.

The Data processing is carried out using computers and IT enabled tools, following organizational procedures strictly related to the purposes relevant to the data processing.

It may sometime be required to give some third parties (such as legal representatives, system administrators, IT support companies, Technical support companies, hosting providers) access to our systems. This access will be monitored, kept at a minimum and with minimum disclosure of information.

YOUR RIGHTS

As an individual data subject, you have certain rights under the GDPR:

- **The right to be informed.**
 - You have the right to be informed about our collection and processing of your personal information (this document)
- **The right of access.**
 - You have the right to access the personal information we hold on you and any supplementary information.
- **The right to rectification.**
 - You have the right to have any incorrect data we hold about you rectified, and the right to have incomplete data completed.
- **The right to erasure.**
 - You have the right to have your personal data erased that we are not required to hold by law.
- **The right to restrict processing.**
 - You have the right to restrict the processing performed on your data even if you have previously given consent.
- **The right to data portability.**
 - You have the right to obtain a copy of your data for use with another organisation or service.
- **The right to object.**
 - You have the right to object to the processing of personal information on personal grounds.
- **Rights related to automated decision making.**
 - You have the right to not be subject to a purely automated decision-making process.

If you have previously given us permission to use your information for direct marketing, you can contact us to update your preferences. Please see the contact details for DPO below.

If you wish to contact us regarding your personal information or to exercise any of your rights, please contact our Data Protection Officer stating what information you would like us to change:

Telford Motors DPO, c/o Telford Motors Ltd, Holyhead Road, Ketley, Telford, Shropshire, TF1 5YB

Email: consent@telfordmotors.co.uk

We will respond to your request within 30 days of receipt. If you choose to make the request to us in person or over the phone, or by some means that is ambiguous to us (for identification purposes) we may need to ask for positive proof of identification first. We will need to store your request and identification in order to fulfil our obligation.

If you are unhappy with the response from the DPO you have the right to contact the ICO www.ico.org.uk

OUR BASIS FOR PROCESSING

We will process your information based on one of the following lawful grounds:

- Processing necessary for the performance of a contract.
- Processing for the purpose of legitimate interests.
- Processing subject to consent from you.

INFORMATION WE COLLECT

We collect information from you and your device to help provide a better service and to allow you to contact us via our website.

CONTACT FORM

If you fill in the contact form on our website, we will collect the personal information you provide for the legitimate interest of responding to your request. Once we have responded to your request, your information will be held for a period of no more than 30 days (for retransmission of our response if required). The information you provide will be available only to managers and senior management of Telford Motors Ltd, and in the case of a technical difficulties, by our IT or website technicians for the purpose of maintenance only.

If you have given consent for us to store your information, we will enter the details you provide into our contact management system. We will retain this information without further processing, for a period of 1 year from the most recent consent given. The information will be available only to employees at Telford Motors Ltd and in the case of technical difficulties, may be visible to IT support staff for the purpose of maintenance.

If you have given consent for us to use your information for direct marketing purposes, we will enter your information into our contact management system. We will retain this information for the purpose of sending relevant marketing material we think you might find useful, for a period of 1 year from the most recent consent given. The information will be available only to employees at Telford Motors Ltd and in the case of technical difficulties, may be visible to IT support staff for the purpose of maintenance.

COOKIES

We may collect information from your device, and store information on your device in the form of cookies. Our use of cookies complies with Directive 2019/136/EU where appropriate.

We support the "Do Not Track" requests from configured web browsers. Some of the third-party tools we use on our website might not.

Some of the cookies we use are purely for analytical use and help us provide a better service to you by monitoring how you use our website, others provide functionality to our website.

Some information is shared with the identified third-parties below, this is restricted and limited for the purpose it is intended for, and where possible is it anonymised.

We store and process the information we collect from cookies within the European Economic Area (This consists of all EU member states, plus Norway, Iceland, and Liechtenstein), however some of your data may be stored outside of the EEA. If We do store data outside the EEA, we will take all reasonable steps to ensure that your data is treated as safely and securely as it would be within the UK under the GDPR (for example, only using US companies that are registered under the appropriate sections of the Privacy Shield framework)/

COOKIES WE USE WITH LEGITIMATE INTEREST

We use the following cookies with the legitimate interest of providing users of our website with a better experience (such as providing better and more relevant content, more responsive web designs and having a better understanding of how visitors use our website and what they want from it)

We collect this information in partially anonymised form and store it for a maximum of 2 years for progressive analytical review.

COOKIE NAME	COOKIE DOMAIN	PURPOSE	COOKIE DURATION
1P_JAR	.google.com	Google Analytics	1 Month
APISID	.google.com	Google Advertising Network	2 Years
CONSENT	.google.com	Google Analytics	20 Years
NID	.google.com	Google Preferences (Advertising)	6 Months
SID	.google.com	Google Account Authentication & Advertising	2 Years
SIDCC	.google.com	Google Analytics	3 Months
_ga	.google.com	Google Analytics Used to distinguish users	2 Years
_ga	.google.com	Google Analytics Used to distinguish users	2 Years
_gid	.telfordmotors.co.uk	Google Analytics Used to distinguish users	24 Hours

COOKIES WE USE WITH YOUR CONSENT

We will use the following cookies after you give consent (by means of accepting our cookie notification) to provide services and functionality on our website. You can choose to not allow these cookies, but some areas of the website may not work as intended if you do. We store this information for a maximum of 1 year.

COOKIE NAME	COOKIE DOMAIN	PURPOSE	COOKIE DURATION
HSID	.google.com	Google Account Information	2 Years
HistoryCookie		Progression of pages visited (Browser History)	Session
__cfduid	.cloudflare.com	Cloudflare Security Used to identify devices	1 Year
ac_session	www.telfordmotors.co.uk	Awaiting Clarification	30 Minutes
ac_visitor	www.telfordmotors.co.uk	Awaiting Clarification	10 Years
blueskyState	www.telfordmotors.co.uk	Awaiting Clarification	Session
mongoMachineId	www.telfordmotors.co.uk	Awaiting Clarification	20 Years

More details concerning the collection or processing of Personal Data may be requested from the Data Controller at any time.

ACCOUNT MANAGEMENT

We will shortly be introducing an account management service on our website that will collect additional information for the purpose of allowing you to manage the data we hold on you. This part of the privacy notice will be updated when the service is live.

ADDITIONAL INFORMATION

Your Personal Data may be used for legal purposes by us or our representatives, the case of any legal action arising from improper use of this website or any related services. We may be required to reveal personal data upon request of public authorities.

DATA BREACHES

We've committed to keep your personal data safe and to collect and use only what is strictly necessary to allow us to provide you with a better experience both online and in our showroom.

If we suffer any form of data breach, we will assess the breach in lines with GDPR recommendations and record the details. If we find that your personal information has been affected and it may have a negative impact on you, we will work with you and the ICO to bring it to your attention and let you know what steps we have taken since identifying the breach.

DPO

Our appointed Data Protection Officer can be contacted here:

Telford Motors DPO, c/o Telford Motors Ltd, Holyhead Road, Ketley, Telford, Shropshire, TF1 5YB

Email: consent@telfordmotors.co.uk

If you want to contact us for any information about your personal information, you should first of all contact our DPO.

If you want to contact us for any other information, please see our contact information at <http://www.telfordmotors.co.uk/contact-us>

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You may not adapt, alter or create any of the material or information in this site or use it for any other purpose other than for your personal non-commercial use. You agree to use this site only for lawful purposes.

Telford Motors reserves the right to use for its own purposes any material submitted to the site, including text and images, either on the site or in any other form, including for publicity purposes. Telford Motors reserves the right to monitor submissions to the site and to edit or reject any submissions.

DISCLAIMER

We try to ensure that information on our site is accurate, complete and up-to-date. In using this site, however, you agree to be bound by the Terms & Conditions, which take effect on the date when you first use the site.

Without prejudice to your statutory rights, the site and all information, text, names, images, pictures, logos, links and icons and other materials (without limitation) are provided 'AS IS' and on an 'IS AVAILABLE' basis without representation warranty or endorsement, express or implied. In particular, we do not warrant or represent the accuracy or completeness of information provided on this site nor do we guarantee that use of this site will be uninterrupted or error-free, or that the site and its servers are free of computer viruses or bugs.

In no event will Telford Motors be liable to any person for any damage or loss that may arise from the use of any information contained in our site or products displayed on our site, including, without limitation, indirect or consequential damages, or any damages whatsoever arising from use or loss of use, data, or profits, whether in action of contract, negligence or other tortious action, arising out of or in connection with the use of the site.

Some telephone calls are recorded for training and quality control purposes.

Notwithstanding anything else in these Terms & Conditions, we will not be liable for claims relating to the functionality or availability of this site.

TRADEMARKS

All names, images, logos identifying Telford Motors are proprietary marks of Telford Motors. All third party brand, product, service and company names contained on this site are the trademarks, service marks and trade names of their respective holders. Telford Motors does not give permission for their use by any person other than the holders. Any such use may constitute an infringement of the holders' rights.

EXTERNAL LINKS

Telford Motors does not represent, warrant, endorse or hold responsibility over any external sites that may be linked to and from this site. Any external site that you visit by clicking through a link on this site is outside the control of Telford Motors and you visit entirely at your own risk.

SOFTWARE DISCLAIMER

The software downloads from this site have been thoroughly scanned and tested at all stages of production, but - as with all new software - we still recommend that you run a virus checker before use. We also recommend that you have an up-to-date backup of your hard disk before using the software. Telford Motors cannot accept responsibility for any disruption, damage and/or loss of data on your data or computer system that may occur while using the software. Consult your network administrator before installing any software on a networked computer.

JURISDICTION

These Terms & Conditions shall be governed by and construed in accordance with the laws of England and Wales. Disputes arising here shall be exclusively subject to the jurisdiction of the courts of England and Wales.

If any of these Terms should be determined to be illegal, invalid or otherwise unenforceable by reason of the laws of any state or country in which these Terms are intended to be effective, it shall be severed and deleted from this clause. All other Terms of Use and Terms & Conditions shall remain in full force and continue to be binding and enforceable.

Telford Motors reserves the right to change any of its terms and conditions at any time by posting changes online.

If you do not accept these Terms in full, you must stop using this website immediately.