

# Privacy Policy

## **About this Privacy Policy**

We know how important it is for you to understand how we use your data. This Privacy Policy sets out how and why we collect, store, process and share your personal data. We will always be transparent with you about what we do with your personal data.

This Policy also tells you what your rights are in relation to the personal data you give to us. If you have any questions about this Privacy Policy or your rights under it please contact:

Address: Tyre Boss Ltd, 5 Church Road, Rhoose, CF62 3EX, United Kingdom

E-mail: [accounts@tyreboss.co.uk](mailto:accounts@tyreboss.co.uk)

We are Tyre Boss Ltd (company number: 10744699) (“Tyre Boss”) and our registered address is 5 Church Road, Rhoose, CF62 3EX. Tyre Boss Ltd is the “data controller” of any personal data it may collect, process and hold about you, unless we inform you otherwise.

## **What personal data do we collect?**

The personal data we collect from you directly can include your name, email address, mobile/landline telephone number, address, your purchasing activity, payment information, and information you give us when you contact our sales and accounts team, when you engage with our social media platform.

## **When do we collect your personal data?**

When you purchase products and services from us online or over the phone

When you contact our sales or accounts team online or over the phone

When you engage with us on social media (by mentioning/tagging us or by contacting us directly).

## **How do we use your personal data and what are our legal justifications for doing so?**

### **To make our products and services available to you**

We use your personal data to provide you with the information, products and services that you request or purchase from us (i.e. to complete certain tasks, processes or orders on our website, take payment online (where applicable) and deliver your products or services), and to communicate with you regarding those products and services that you purchase from us and respond to your questions and comments;

We may also use your personal data to measure how satisfied our customers are and provide customer service (including troubleshooting in connection with purchases or your requests for services or when you ask us questions on social media);

We rely on our contractual arrangements with you as the lawful basis on which we collect and process your personal data when you make an order for products and services. Alternatively, in some cases, we rely on our legitimate interests as a business (for example, to measure customer satisfaction and troubleshoot customer issues). Where we rely on our legitimate interests, we will always make sure that we balance these interests against your rights.

### **For administrative and internal business purposes**

We may use your personal data for our internal business purposes, such as enhancing our site, improving our services and products and identifying usage trends. We may also use your data to monitor the use of

our website and ensure that our website is presented in the most effective and relevant manner for you and your device and setting default options for you (such as language and store location);

It is in our legitimate interests as a business to use your personal data in this way. For example, we want to ensure our website is customer friendly and works properly and that our products and services are efficient and of high quality. We also want to make it easy for you to interact with us. Where we rely on our legitimate interests, we will always make sure that we balance these interests against your rights.

### **For security and legal reasons**

We use your personal data to:

- ensure the personal and financial information you provide us is accurate;
- conduct fraud checks or prevent other illegal activity;
- protect our rights or property (or those of others); and
- fulfil our legal and compliance-related obligations.

In some cases we will use your personal data because it's necessary for us to comply with a legal obligation (such as if we receive a legitimate request from a law enforcement agency). In other cases (such as the detection of fraud) we will rely on our legitimate interests as a business to use your personal data in this way. Where we rely on our legitimate interests, we will always make sure that we balance these interests against your rights.

### **Who do we share your personal data with?**

We will never sell any of your personal data to a third party. However, in order for us to provide our services to you, we share your personal data with our trusted third party service providers or our group companies, as detailed below. Whenever we share your personal data, we put safeguards in place which require these organisations to keep your data safe and to ensure that they do not use your personal data for their own marketing purposes.

#### **Third party service providers**

##### **To fulfil orders for products and services**

We work with a number of trusted service providers who carry out services on our behalf. When you purchase products and services from us, the services provided by these organisations includes delivery, product assembly and installation, waste removal and processing payments. It is in our legitimate interests as a business to work with these service providers since we may not have the capabilities to provide these services ourselves. In each case, we will ensure that the service provider is only allowed to use your personal data in order to provide the services to us and for no other purpose.

##### **To prevent crime and comply with laws**

We share your financial information including your credit, debit card or other payment information with third parties to ensure that your payment is safe and that your details are not being used fraudulently. This data sharing enables us to conduct fraud analysis which ensures that genuine and accurate payment details are provided to us for any purchase. We may share your personal data with credit agencies if you are requesting credit.

There may be other scenarios where we are subject to a legal obligation to share or disclose your personal data, such as with law enforcement agencies or public authorities in order to prevent or detect crime or fulfil a legal requirement.

## **Your rights**

You have a number of rights relating to your personal information and what happens to it. You are entitled to:

- have your data processed in a fair, lawful and transparent way;
- be informed about how your personal data is being used, an example being this privacy policy;
- access personal data we hold about you;
- require us to correct any mistakes in your personal data;
- require us to delete personal data concerning you in certain situations where there is no good reason for us to continue to process it;
- request that we transfer your personal data to you or another service provider in a simple, structured format;
- object at any time to processing of your personal data for direct marketing purposes;
- object to automated decision making which produces legal effects concerning you or similarly significantly affects you;
- object in certain other situations to our continued processing of your personal data; and
- otherwise restrict or temporarily stop our processing of your personal data in certain circumstances.

You can read more about your rights, including the circumstances in which they apply, in the Guidance from the UK Information Commissioner's Office (ICO)

## **Changing your preferences**

If you no longer wish to be contacted by us about our products or services, or for other marketing purposes, you can amend your preferences or unsubscribe by contacting us via email: [accounts@tyreboss.co.uk](mailto:accounts@tyreboss.co.uk).

We want to ensure that all the information we have about our customers is factually correct and up to date. If you find that the personal data we have about you is inaccurate or needs updating (for instance, you may have changed your name or address) then please contact us so that we can correct it.

## **Security and retention of your personal data**

### **Security of your personal data**

We take the security of your personal data very seriously. We have implemented controls and this policy to keep your data secure and keep these measures under close review. We protect your data by using encryption and password protection. This means that your data is protected and only accessible by co-workers who need it to carry out their job responsibilities.

### **Retention of your personal data**

In broad terms, we will only retain your personal data for as long as is necessary for the purposes described in this Privacy Policy. This means that the retention periods will vary according to the type of the data and the reason that we have the data in the first place.

## **Changes to this Privacy Policy**

We may update this Privacy Policy from time to time. If we make significant changes we will let you know but please regularly check this policy to ensure you are aware of the most updated version.

**This Privacy Policy was last updated on 21st May 2018.**