

## SLM Group Privacy Policy June 2023.

### Terms

- **Terms and Conditions of Site Access**  
This World Wide Web Site (the "Site") is operated by St Leonards Motors Limited, a company registered under the Companies Acts in England (No.672274) and having its registered office at St Leonards Motors Ltd, 3 John Macadam Way, St Leonards On Sea, East Sussex, TN37 7SQ.
- **Copyright**  
All materials within the Site are the intellectual property of St Leonards Motors Limited. Such materials may not be copied or reproduced, save to the extent necessary to view the same on-line. However, you may print complete pages of the site to hard copy for your own personal use.
- **Privacy Notice**  
Last updated: 21<sup>st</sup> June 2023.  
Within this Privacy Policy, reference to we, us or our implies the legal entities St Leonards Motors Ltd who are the organisations who process your personal information. For the purposes of this privacy statement, both of these entities may also be referred to as the 'SLM Group'.

### **What information do we collect and process?**

St Leonards Motors Ltd is operating by way of processing data for marketing purposes by consent. Once consent has been obtained, St Leonards Motors Limited will collect Personal Data and will store this information about you now and in the future for marketing purposes, market research, tracking of sales data, and in order to contact you. We will not give any personal information to any Company or third person(s), unless reasonable to do so. We may also use your information to contact you, with regards to, events, offers, surveys and reminders relating to the information obtained from yourself. The personal data we hold may include the following:

- Your full name and contact information (address, town, postcode, email and phone number)
- Your purchase details (including time, date and cost)
- Your vehicle information (make, model, registration number)
- Your proof of identity (valid driving licence and / or passport)
- Your image on security CCTV around our site
- Your calls and correspondence with us
- Your feedback

Please note that you are under no obligation to provide us with your personal data, but not providing certain data could prevent us from assisting you.

### **How and when do we obtain marketing consent?**

Your consent for marketing will be requested at the point of collecting data if you are a new data subject or when reengaging if you are an existing contact. Evidence will be obtained of your consent. The Privacy Policy will be made available to you at the point of data capture, that clearly outlines how your data will be used and what you are consenting to. Your consent is not valid forever: it is context specific and will be kept under review. Every marketing communication with you will clearly indicate how you can withdraw your consent, making it simple for you to manage your preferences. The 'opt out' will be as easy to access as the 'opt in'. Consent will be recorded separately for all channels of contact, not just email. Fulfilment of your initial request (e.g., a test-drive request) can be actioned without obtaining marketing consent.

## Lawful Basis for Processing

St Leonards Motors Limited will use one of two lawful bases to process your data.

Consent: In circumstances where you were freely given the opportunity to select specific marketing preferences, allowing us to contact you in the future.

Contract: If you have entered or are in the process of entering into a contract with the SLM Group, we may process your data to facilitate any agreements within the contract.

## Why do we need your personal data?

We process personal data about you for a number of purposes, including:

- To process, arrange and provide you with the services we offer as a company,
- To follow up with you shortly after an interaction with you at our dealerships/Bodyshops,
- For internal record keeping (to be able to respond to customer enquiry and invoicing),
- To make an appointment with you,
- To update or remind you of progress or completion date,
- To provide our services to you as requested or agreed,
- To help us improve the services we offer.

This list is not exhaustive and may be updated from time to time. We do not 'trade' in your personal data and will not sell or rent your details.

## Who will your personal data be shared with?

We may share your basic personal data, such as name and vehicle details with the relevant companies we use, to provide you with the services we can offer. All of these companies are in agreement with us and uphold the same regulations and standards.

Your personal information may also be made available with third parties providing relevant services under contract to us. These companies may use information about you to perform their functions on our behalf in accordance with the services we have requested and contract terms imposed.

We may also disclose specific information upon lawful request by government authorities, law enforcement and regulatory authorities where required or permitted by law.

In the event that we sell our business, we may share your details with the buyer to enable them to fulfil the service we have agreed with you.

Your personal information will not be transferred to, stored or otherwise processed outside the UK.

## What rights do you have to amend personal data?

You have the right to review the personal data held by us and have inaccurate information about you corrected. Under GDPR which took effect as of May 2018, you have the right to:

- The right to be informed,
- The right of access,
- The right to rectification,
- The right to erasure,
- The right to restrict processing,
- The right to data portability,
- The right to object.

If you would like to exercise any of these rights, you can contact our organisation at your supplying dealership or [data.protection@slm.co.uk](mailto:data.protection@slm.co.uk).

If you are unsatisfied with the result of any issues raised, you have the right to complain to the Information Commissioners Office (ICO) at <https://ico.org.uk/>

## How long do we keep your personal data?

We may keep your details on record for as long as it is necessary to meet record keeping requirements. We hold all personal data for a period of seven years. They are then deleted in accordance with data protection and other applicable legislation.

## Changes to this Privacy Notice

We may change this Privacy Notice from time to time in order to reflect changes in the law. We will always make available the updated version of our privacy policy via our website, keeping you informed of the processing activities taking place.

## Company Information

St Leonards Motors Limited is an affiliated company, registered with the ICO (Information Commissioners Office). Our registration number is:

Registration number:

St Leonards Motors Limited - Z5074423

For further contact our head office details are:

St Leonards Motors Limited  
3 John Macadam Way  
St Leonards On Sea  
East Sussex  
TN37 7SQ

01424 758555

## Cookies

Cookies are small files stored in your browser and are used by most websites to help personalise your web experience. Some features on this site will not function if you do not allow cookies.

### Compliance Cookie

This cookie is placed if the "OK" button is clicked in Cookie Policy alert box. Once you have given your consent to the use of cookies on our site this message is prevented from displaying. If you wish to remove cookies from your computer or device, please refer to your browser settings.

### Analytics Cookies

These cookies allow us to count page visits and traffic sources so we can measure and improve the performance of our site, using a service provided by Google Analytics.

### Third Party Cookies

We may use a number of social media tools to enhance visitor interaction on our site. If you already use these platforms their cookies may be set through our website. Data may then be collected by these companies that enables them to serve up adverts on other sites that they think are relevant to your interests. If you do not use such platforms then our site will not place these cookies on your device.

## Facebook

The following Facebook features may be integrated into our websites and may read or place Facebook cookies:

- Like button (enables user to Like the item on Facebook)
- Facebook Share (enables the user to share the item on Facebook)
- Facebook Social Graph (enables our website to pull elements of Facebook into our websites, such as user profile images, public Facebook posts).

These cookies are set by a range of social media services that we have added to our website to enable you to share our content with your friends and networks. They are capable of tracking your browser across other sites and building up a profile of your interests. This may impact the content and messages you see on other websites you visit.

## Google Inc

The following Google features may be integrated into our websites and may read or place Google cookies:

- Google+1 button (enables the user to tag the item on their Google+ account),
- Google Ads Remarketing,
- Google Ads Conversion Tracking,
- Google Analytics: Universal Analytics,
- Google Tag Manager,
- Floodlight Counter,
- Conversion Linker,
- Custom Image,
- Ad Network,
- Ad Server.

These cookies are set by a range of social media services that we have added to our website to enable you to share our content with your friends and networks. They are capable of tracking your browser across other sites and building up a profile of your interests. This may impact the content and messages you see on other websites you visit. These cookies are also enabled to ensure tracking, custom audience selection and measurement of advertising goals.

## Functional Cookies

These cookies are used to enable core site functionality. They do not contain any personal information and are automatically deleted when you close your browser.

## External Links

St Leonards Motors Limited does not hold responsibility over any external sites that may be linked to and from this site. Any external site that you visit by clicking through on a link on this site is outside of our control. You visit any external sites entirely at your own risk.

## Disclaimer

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