

Hollyfield RoadServe Ltd PrivacyPolicy

Owner

Hollyfield RoadServe Ltd – our main place of business is at Financial House, Midland Drive, Sutton Coldfield. B72 1TU. (btw - in this document, when we say RoadServe we're talking about Hollyfield RoadServe Ltd). Our registered office address is Ventura House, Ventura Park Road, Tamworth, B78 3HL. Registered No: 7219261.

Your Privacy

At RoadServe, we are committed to maintaining the trust and confidence of our visitors to our web site and of our members. In particular, we want you to know that RoadServe is not in the business of selling, renting or trading email lists with other companies and businesses for marketing purposes. We just don't do that sort of thing. But just in case you want a bit more comfort, in this Privacy Policy, we've provided lots of detailed information on when and why we collect your personal information, how we use it, the limited conditions under which we may disclose it to others and how we keep it secure. Grab a cuppa and read on.

Collection and Use of Personal Information

Personal information means any information that may be used to identify you, such as, your name, title, phone number, shoe size, email address, or mailing address.

You can browse our web site without giving us any personal information. We use several products to analyse traffic to the web site in order to understand our visitors' needs and to continually improve our site for them. We collect only anonymous, aggregate statistics. For example, we do not tie a specific visit to a specific IP address.

However, when you want to use our services you need to be registered so we'll need some info about you to be able to provide the services to you. For example, so we can provide maintenance control services and to let you know when your service or MOT is due. Also, so that we can keep a record of your vehicle and of anything that's been done to it. So, as part of the registration process, we collect personal information. As we said, we use that information for a couple of reasons: to tell you about stuff you've asked us to tell you about; to contact you if we need to obtain or provide additional information; to check our records are right and to check every

now and then that you're happy and satisfied. Because we care.

Marketing

If you have registered with RoadServe, we may use your Personal Data for a marketing, publicity or advertising purposes connected with promoting the service and the Website and to send you information about other Company or administrative party products or services ('Marketing Information'). If you are not registered, you will only be sent Marketing Information if you have chosen not to opt out of receiving it. During the registration process or at any point where your Personal Data is collected by us, you may be asked to indicate your preference regarding RoadServe, our partners and those parties involved in the administration of RoadServe sending you Marketing Information. You are free at any time to amend your preference by doing one of the following:

1. email us customerservice@roadserve.co.uk and we will amend your preference for you;
2. where provided follow the instructions on communications that we send you or on the Subscriber registration page of the Website before confirming your registration.
3. contact us by phone
4. Write to us at Hollyfield RoadServe Ltd, Financial House, Midland Drive, Sutton Coldfield. B72 1TU.

Sharing Personal Data with Third Parties

In certain special cases, for example where we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be causing harm to you, or otherwise injuring or interfering with the Company's rights, property or operations, other users of this Website, or anyone else who could be harmed by such activities, your Personal Data may be disclosed to the proper authorities. We may also disclose your Personal Data when we reasonably believe the law requires it, or in response to any demand by law enforcement authorities in connection with a criminal investigation, or civil or administrative authorities in connection with a pending civil case or administrative investigation. Your Personal Data may be passed to:

1. any party involved in the administration of RoadServe, including but not limited to organisations whose customers we are providing our services to.

2. the relevant supplier (like a garage you've used) in order to resolve any enquiry or complaint; and

Your Personal Data will not be passed to any third party other than as stated above without first obtaining your consent.

Use of Cookies

A cookie is a small text file containing information that a web site transfers to your computer's hard disk for record-keeping purposes and allows us to analyse our site traffic patterns. It does not contain chocolate chips, you cannot eat it and there is no special hidden jar. A cookie cannot give us access to your computer or to information beyond what you provide us. Most web browsers automatically accept cookies; consult your browser's manual or online help if you want information on restricting or disabling the browser's handling of cookies. If you disable cookies, you can still view the publicly available information on our web site. If you are using a shared computer and you have cookies turned on, be sure to log off when you finish. Else you'll get crumbs.

Links to Other Web Sites

Our web site might contain links to information on other web sites. On web sites we do not control, we cannot be responsible for the protection and privacy of any information that you provide while visiting those sites. Those sites are not governed by this Privacy Policy, and if you have questions about how a site uses your information, you'll need to check that site's privacy statement.

Access to Your Personal Information

You are entitled to access the personal information that we hold o. Email your request to gdpr@roadserve.co.uk.

Updating Your Personal Information and Unsubscribing

You can unsubscribe to general mailings at any time of the day or night by clicking the unsubscribe link at the bottom of any of our weekly emails or by emailing customerservice@roadserve.co.uk. (A "general" email is anything that is not related to an ongoing communication between you and us.)

Your Agreement

By using our web site, you agree to the collection and use of the information you provide to us as outlined in this Privacy Policy. We may change this Privacy Policy from time to time and without notice, so make sure you check back occasionally. If we change our Privacy Policy, we will publish those changes on this page. If we are making significant changes though, we'll let you know in advance and give you the opportunity to decide whether you want to carry on.

The Information Commissioner's Office (ICO)

The ICO is the government body responsible for enforcing the current Data Protection Laws in the UK. Their web site is located at <http://www.ico.gov.uk> Should you require further details regarding the purposes for which the Company is registered to use Personal Data , details of the Company's notification can be viewed on the public register at www.ico.gov.uk/ESDWebPages/search.asp. Our registration number is **Z2543741**

If you have any questions or concerns about our collection, use or disclosure of your personal information, please drop us a line at customerservice@roadserve.co.uk.

Thanks for reading all the way to the end. Hope you enjoyed your tea. Now you can go and get on with your life.