

Southern Towbars LTD Privacy Policy

This Privacy Policy describes how your personal information is collected, used and shared when you visit or make a purchase from our site, www.southerntowbars.co.uk. Our Site may contain links to other websites. Please note that we have no control over how your data is collected, stored, or used by other websites and we advise you to check the privacy policies of any such websites before providing any data to them.

What is personal data?

Personal data is defined by the General Data Protection Regulation (EU Regulation 2016/679) (the “GDPR”) and the Data Protection Act 2018 (collectively, “the Data Protection Legislation”) as ‘any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier’. Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

Our Privacy and Cookie Policy

This policy explains how we use any personal information that we collect from you when you make an enquiry or order from us. We might collect this in person when you visit us or we visit you, on the telephone, from an email that you send to us, or from an enquiry sent to us from our website. Southern Towbars will be your data controller for the purposes of applicable data protection legislation.

Southern Towbars takes your privacy seriously and understands that privacy concerns are extremely important to our customers. We would like to assure you that we are committed to protecting your personal privacy and for that reason Southern Towbars has created this Privacy Policy. We shall always process your personal information in accordance with the law.

What information do we collect about you?

As we sell, service and install goods with safety implications, we need to hold your contact details in the event that we need to inform you of a product or service recall.

When you make an order / booking with us, we collect the following information required to process your order:

- We will ask for your name and fitting / delivery address.
- We will ask for your best contact telephone numbers which may include a mobile telephone number.

- We will ask for your email address.

How we are using the personal data?	What types of personal data do we use to do that?	Why it is that we can do that?
To register you as a new customer.	Identity, Contact.	Performance of a contract with you.
To process and deliver your order including manage payments.	Identity, Contact, Financial, Transaction, Marketing and Communications.	Performance of a contract with you, necessary for our legitimate interests.
To ask you to leave a review or take a survey.	Identity, Contact, Profile, Marketing and Communications.	Necessary for our legitimate interests (to study how customers use our products/services).
To administer our business and keep proper records.	All relevant data categories.	Necessary to comply with a legal obligation. Necessary for our legitimate interests (to administer our business and keep proper records).

Additionally, in order to ensure that consumers get the very best service; Southern Towbars collects demographic information, web pages visited and other consumer-volunteered information from sources such as forms, survey information and/or site registrations. Southern Towbar request forms may require users to give us information such as your name, address, phone number, e-mail address.

When you visit Southern Towbars Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as “Device Information.”

Southern Towbars uses information for the following general purposes:

- fulfil your requests for goods and services.
- improve our services.
- contact you.
- conduct research.
- provide anonymous reporting for internal and external clients.
- to help us screen for potential risk and fraud
- to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

Disclosures of your personal data

We share personal data with the following specific third parties:

- **Yell:** to help us gather customer feedback. You can read their privacy policy here <https://business.yell.com/legal/privacy-policy-advertisers/>
- **Izettle:** To process payments. You can read their privacy policy here <https://www.izettle.com/gb/legal/privacy-policy>

Information we share with others

Southern Towbars may use third parties to assist with the provision of goods and/or services which are purchased and/or booked through this website. Southern Towbars may need to forward certain of your personal information to such third parties for the purpose of providing such goods and/or services only.

Southern Towbars also responds to subpoenas, court orders, or legal process, or to establish or exercise our legal rights or defend against legal claims and when we believe it is necessary to share information in order to investigate, prevent, or take action regarding illegal activities, violations of Southern Towbars terms of use, or as otherwise required by law.

Once it is received in the Southern Towbars database, all information, including your name, e-mail address, home address, financial and credit information is, when necessary for the purposes of processing your order, passed on to our banking, supplier, and fulfilment and partners purely for the execution of the order, service or request. Once one of these entities receives this information, it becomes the subject to their respective privacy policy, in addition to Southern Towbars. Our partners use this information to process your order or request only. Any request to opt out of future partner communications must be made directly to the partner.

We use Google Analytics to help us understand how our customers use our site--you can read more about how Google uses your Personal Information here: <https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

Unsolicited E-mail

We will never intentionally send you unsolicited or marketing emails. If you believe you have received unsolicited commercial email please forward the email you received in its entirety to: info@southerntowbars.co.uk

Other websites

Our website contains links to other websites. These websites do not have access to your personal information. This privacy policy only applies to our website so if you link to other websites you should read their own privacy policies.

Changes to our privacy policy

We keep our privacy policy under regular review and we place any updates on our website. This privacy policy was last updated on 7th November 2020.

Please contact us if you have any questions about our privacy policy or information, we hold about you.

Children's Guidelines

Although this site is intended for the use of adults, and is not of likely interest to children, the forms on this site are capable of collecting online contact information from children who furnish it without prior parental consent or parental notification. Upon discovery and/ or notification of any information supplied to Southern Towbars by children, Southern Towbar shall delete such information held by it.

Access to your information and correction.

We want to make sure that your personal information is accurate and up to date. You may ask us to correct or remove information you think is inaccurate. You have the right to request a copy of the information that we hold about you. If you would like a copy of some or all of your personal information, please email info@southerntowbars.co.uk.

Cookies

Use of Cookies

Cookies are small data text files that are placed on your devices or computer by websites when you visit them. They are widely used in order to make websites work, or work more efficiently, as well as provide information to the owners of the site.

The cookies we use are essential for parts of the site to operate, in particular our quotation system. You may delete and block all cookies from our sites, but parts of the site will not function correctly. If you choose to turn cookies on, remember to sign off when you finish using a shared computer.

All our cookies have a life that spans only the length of your session with our website, sometimes shorter, in particular if you are using one of our booking engines. If you close your browser and leave our site all cookies expire with the exception of the cookie named "Your Cookie Settings" which has a life span of 365 days and necessary to store your cookie settings for this site.

For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.

Cookie Categories

The cookies used on this website have been categorised using best practice. A list of all the cookies categories used on this website are set out in the list below.

Strictly Necessary

These cookies are essential in order to enable you to move around the website and use its features, such as accessing secure areas of the website. Without these cookies services you have asked for, like shopping baskets or e-billing, cannot be provided.

Functional

These cookies allow the website to remember choices you make (such as your user name, language or the region you are in) and provide enhanced, more personal features. For instance, a website may be able to provide you with local weather reports or traffic news by storing in a cookie the region in which you are currently located. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customise. They may also be used to provide services you have asked for such as watching a video or commenting on a blog. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites.

Performance

These cookies collect information about how visitors use a website, for instance which pages visitors go to most often, and if they get error messages from web pages. These cookies don't collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous. They are only used to improve how a website works.

Targeting

These cookies are used to deliver adverts more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign. They are usually placed by advertising networks with the website operator's permission. They remember that you have visited a website and this information is shared with other organisations such as advertisers. Quite often targeting or advertising cookies will be linked to site functionality provided by the other organisation.

Additional Cookie Categories

Third Party

When you visit a site, you may notice some cookies that aren't related to that site. If you go on to a web page that contains external content, for example from Google Maps, you may be sent cookies from these websites. The original site does not control the setting of these cookies, so it is suggested you check the third-party websites for more information about their cookies and how to manage them.

Flash Cookies

Adobe Flash Player used for videos uses Flash cookies (also known as Local Shared Objects) to help improve your experience as a user. Flash cookies are stored on your device in much the same way as usual cookies, but they're managed differently by your browser.

If you wish to disable or delete a Flash cookie, see Adobe Flashplayer Security Settings (opens in a new window). Please note that if you disable Flash cookies for a site you will be unable to access certain types of content on the site, such as videos.

Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, please visit www.allaboutcookies.org.

Log Files

Log files track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.

Web Beacons

Web beacons, tags, and pixels are electronic files used to record information about how you browse the Site.

Behavioural Advertising

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt out of targeted advertising by:

FACEBOOK - <https://www.facebook.com/settings/?tab=ads>

GOOGLE - <https://www.google.com/settings/ads/anonymous>

BING - <https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <http://optout.aboutads.info/>.

Do not track

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

Security

Southern Towbars understands the importance of the security of your data. When applicable, we use the latest SSL (Secure Socket Layer) encryption technology to protect sensitive personal or financial information during transmission. This allows your personal information to be submitted in a secure environment while reaching the intended parties. An SSL-capable web browser is needed to support this encryption technology.

Online Payment Security

Southern Towbars treats the security of your personal and payment details with paramount importance. We provide protection in a number of ways:

- When you transact with us online your details are encrypted between your web browser and our server.
- We use izettle (see www.izettle.com) as our payment gateway for the secure authorisation and processing of your credit or debit card payments. izettle are an independent secure online payment solution provider to UK businesses.
- Southern Towbars does not store your payment card information on our servers, nor do any Southern Towbars personnel have access to your card information when provided via this website.
- In addition to izettle usual authorisation procedures the UK clearing banks have introduced a system called two-factor authentication transactions to provide additional consumer protection. This secure system is the latest and most effective means of protecting you against fraud. Southern Towbars has worked with izettle service to introduce this high level of protection to you.

Additionally when you make a purchase or attempt to make a purchase through the Site, we collect certain information from you, including your name, billing address, shipping address, payment information (including credit card numbers, email address, and phone number. We refer to this information as "Order Information."

Acceptance of Our Privacy Policy Terms

By using this site and providing us with your information, you agree to the Southern Towbars Privacy Policy. If you do not agree to this Policy, please do not use our site. We reserve the right, at our discretion, to change, modify, add, or remove portions of this Policy at any time. Please check this page frequently for changes. Your continued use of the Southern Towbars site means you accept those changes. You can e-mail us with any further questions you may have.

Additional Information

Requests for additional information on our Privacy and Data Protection policies can be made to info@southerntowbars.co.uk

Your Rights

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident, we note that we are processing your information in order to fulfil contracts we might have with you (for example if you make an order through the Site), or otherwise to pursue our legitimate business interests listed above.

Data Retention

When you place an order through the Site, we will maintain your Order Information for our records unless and until you ask us to delete this information.

Changes

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

Contact Us

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at info@southerntowbars.co.uk