



Stanford Coachworks Privacy Policy

Your privacy:

We prioritise keeping our customers and supplier's personal information secure. We have previously followed data privacy laws, new legislation (GDPR) comes into effect on the 25th May 2018 we have updated our privacy policy to adhere to the new legislation. These new guidelines will make it easier for you to find out what information we have and give you the power to choose what we do with your personal data.

Why we need your data?

We need your personal data in order to provide you with a quality service, to fulfil contractual obligations and to process orders and enquiries. We will occasionally use this data to send offers and promotional materials if we believe it is relevant to you. If you would prefer not to receive this information you can opt out of marketing emails by clicking the unsubscribe button at the bottom of our emails and we will remove you from our list.

Personal data that we use includes names, email addresses, phone numbers and bank details.

We use this information to a number of reasons including:

- Processing an order, sending invoices and keeping you updated on the progress
- Delivering items, registering vehicles
- Paying invoices

Understanding our customer base and sending relevant information to our customers and suppliers based on our interactions with you.

How we collect it?

We collect data by directly asking our customers and suppliers for these details required to fulfil contractual obligations, process orders or to help with any enquiries we receive from them. Some information is collected from enquiries sent directly to us via email or contact forms on our website. Although we use cookies on our site to improve user experience and understand visitor's behaviour we do not use this data to contact any website visitors. The data we collect from our websites include geographical location, browser type and version, operating system, referral source, length of visit, page views and website navigation paths, as well as information about the timing, frequency and pattern of your service use. This usage data may be processed for the purposes of analysing the use of the website and services. The legal basis for this processing is our legitimate interests, monitoring and improving our websites and services. Visitors can stop cookies working on our site by changing their browser settings. We will on occasion collect business data from business cards, event lists and data scrapping activities to contact business for legitimate interest reasons.

What we do with it?

We will use your data to process an order, make payment, register your vehicle or deliver orders. We may also send marketing materials if we feel they are relevant to you, however you can opt out from these at any time. We will never sell your data to any 3rd parties or give your information to anyone unless we are required to do so to fulfil your order or for legal reasons.

Who do we share it with?

The majority of personal information is processed in house, however as we are a data controller we determine how personal data is processed and on occasion require 3rd parties to handle personal data. This is only ever done to help us comply with contractual obligations such as registering a vehicle, delivering goods, and dealing with warranty issues for vehicle parts. We ask all 3rd parties to treat all person data with respect and make sure they adhere to the GDPR legislation.

How long will we hold your data?

We won't hold your data any longer than necessary. We will hold your data whilst your account is still active with us in order to provide you with the best service. We will also hold your data for customer care purposes or as necessary for us to provide support related to your purchase. If it is legally required for us to retain your data we will do so. At any point you are able to ask us to erase your personal data, we may retain archived copies of some data for information required by law or legitimate business purposes.

How can you control your data?

You can contact us at madi@stanfordcoachworks.co.uk and ask what data we hold on you and we will respond within 30 days. You can ask us to view an electronic copy of this data and have the right to ask us to change your details, transfer your data or erase your data.