

Privacy Policy

This Policy applies as between you, the User of this Website and West SM Motors, the owner and provider of this Website. This Policy applies to our use of any and all Data collected by us in relation to you using this Website or attending any of our locations and/or using any of our services.

1. DEFINITIONS AND INTERPRETATION In this Policy the following terms shall have the following meanings:

DATA means collectively all information that you submit to the West SM Motors via any of our Websites or at any of our locations. This definition shall, where applicable, incorporate the definitions provided in the Data Protection Act 1998;

COOKIE means a small text file placed on your computer by any of our Websites when you visit certain parts of the Website and/or when you use certain features of the Website. Details of the cookies used by this Website are set out in Clause 12;

WEST SM MOTORS means Wests SM Motors who also trade as Wests Self Drive Hire, Auto Rentals Wests and Wests Motorhome Hire UK means the operator and provider of this Website.

Wests Self Drive Hire, Auto Rentals Wests and Wests Motorhome Hire UK are trading names of West SM Motors, Address: Wests Industrial Park, Todd Close, Rainham, Essex, UK, RM13 9XX. VAT Registration No. 246 4689 28.

UK AND EU COOKIE LAW means the Privacy and Electronic Communications (EC Directive) Regulations 2003 as amended by the Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2011;

USER means any third party that accesses the Website or any of our locations and is not employed by West SM Motors.

ANY OF OUR LOCATIONS means our depot at Wests Industrial Park, Todd Close, Rainham, Essex, UK, RM13 9XX or any other location that West SM Motors or a staff representative attends in relation to providing a service, transaction or in connect with our business where data is collected from a user.

WEBSITE means the website (www.westsselfdrivehire.com) that you are currently using and any sub-domains of this site unless expressly excluded by their own terms and conditions.

2. SCOPE OF THIS POLICY

This Policy applies only to the actions of West SM Motors and Users with respect to this Website or any of our locations. It does not extend to any websites that can be accessed from this Website including, but not limited to, any links we may provide to social media websites.

3. DATA COLLECTED

Without limitation you may provide us with certain information in connection with a transaction or in your interactions with our websites and at any of our locations. We collect the following types of personal information from you, this can vary from user to user: Your name, contact information such as current, previous or temporary addresses, telephone numbers, email, date of birth, driving licence number, licence categories, licence valid to and from dates, licence issue number, licence address, country issuing the licence, emergency contact information, profession including but not limited to employers/employment details, vehicle rental information, including the location of where the vehicle is rented, areas of travel, dates of rental, type of rental, reason for hire, items/people transporting and your preferences, your debit and or credit card details including but not limited to rewards and discount information, online user account details, ID card numbers, National Insurance number, passport number and information. Information you provide regarding your marketing preferences or in the course of participating in surveys or promotional offers, When attend our locations, your photographs and CCTV recording when. From time to time we may ask if we can take your picture with the vehicle you are renting, by allowing us to take your picture with our rental vehicle you are giving us full consent to us this/your picture on our website and on our social media and for advertising. If you do not want your picture used, please notify us before the picture is taken. If you submit your driving licence, receipts, invoices, confirmation or identification, forms, including but not limited to through camera features available on some devices, documents downloaded via other websites, photocopied documents held by us and documents that you sent to us via email or post, any Information about relevant health conditions, vehicle accident and claim history, information concerning your personal vehicle insurance history, any information that you give us will assist us in providing you with a vehicle or service, Financial information that is necessary to facilitate the purchase of a vehicle from our Vehicle Sales or Fleet Management, your vehicle information in connection of parts, vehicle repair, part exchange of a vehicle, purchase of parts or any other service you contact us for and/or any other service we provide you. Our website will collect your IP address (automatically); web browser type and version (automatically); operating system (automatically); any of the above Data may be collected by our Websites or at locations we attend.

The rental vehicle may have satellite navigation GPS systems and/or Bluetooth connectivity where data from a device maybe transferred. It is the driver/hirers responsibility to clear and remove all data before the rental vehicle is returned back to us. We cannot be held liable for any data left.

4. OUR USE OF DATA: Any personal Data you submit will be retained by West SM Motors for a length of time that is necessary to our business/services.

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information.

This does not include trusted third parties who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may also release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect ours or others rights, property, or safety. However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses. Unless we are obliged or permitted by law to do so, and subject to Clause 5, your Data will not be disclosed to third parties. This does not include our affiliates or other companies within our group. All personal Data is stored securely in accordance with the principles of the Data Protection Act 1998. Any or all of the above Data may be required by us from time to time in order to provide you with the best possible service and experience when using our Website and/or services. Specifically, Data may be used by us for the following reasons: internal record keeping; improvement of our products / services; transmission by email of promotional materials that may be of interest to you; contact for market research purposes which may be done using email, telephone, fax or mail. Such information may be used to customise or update our Websites.

From time to time we may ask if we can take your picture with the vehicle you are renting, by allowing us to take your picture with our rental vehicle you are giving us full consent to us this/your picture on our website and on our social media and for advertising.

5. THIRD PARTY WEBSITES AND SERVICES

West SM Motors may, from time to time, employ the services of other parties for dealing with matters that may include, but are not limited to, payment processing, delivery of purchased items, search engine facilities, advertising and marketing. The providers of such services do not have access to certain personal Data provided by Users of this Website or at any locations. Any Data used by such parties is used only to the extent required by them to perform the services that West SM Motors requests. Any use for other purposes is strictly prohibited. Furthermore, any Data that is processed by third parties shall be processed within the terms of this Policy and in accordance with the Data Protection Act 1998.

6. LINKS TO OTHER WEBSITES

This Website may, provide links to other websites. West SM Motors has no control over such websites and is in no way responsible for the content thereof. This Policy does not extend to your use of such websites. Users are advised to read the privacy policy or statement of other websites prior to using them.

7. CHANGES OF BUSINESS OWNERSHIP AND CONTROL West SM Motors may, from time to time, expand or reduce our business and services, this may involve the sale and/or the transfer of control of all or part of West SM Motors and its other trading names. Data provided by Users will, where it is relevant to any part of our business so transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this Policy, be permitted to use the Data for the purposes for which it was originally supplied to us. In the event that any Data submitted by Users is to be transferred in such a manner, we shall attempt to contact you in advance and informed of the changes. You will not be given the choice to have your Data deleted or withheld from the new owner or controller.

8. CONTROLLING USE OF YOUR DATA Wherever you are required to submit Data, you will be given options to restrict our use of that Data. This may include the following: use of Data for direct marketing purposes; and sharing Data with third parties.

9. YOUR RIGHT TO WITHHOLD INFORMATION You may access certain areas of the Website without providing any Data at all. However, to use all features and functions available on the Website you may be required to submit certain Data. You may restrict your internet browser's use of Cookies. For more information see Clause 12.

10. ACCESSING YOUR OWN DATA You have the right to ask for a copy of any of your personal Data held by West SM Motors or any other of its trading names (where such data is held) on payment of a small fee which will not exceed £30.00 plus vat (at the current vat rate).

11. SECURITY Data security is of great importance to West SM Motors and to protect your Data we have put in place suitable physical, electronic and managerial procedures to safeguard and secure Data collected via this Website or any of our locations.

12. **COOKIES** This Website may place and access certain Cookies on your computer. Cookies are those placed directly by West SM Motors, Google and Bing via its Website and are used only by West SM Motors. West SM Motors uses Cookies to improve your experience of using the Website and to improve our range of services. West SM Motors has carefully chosen these Cookies and has taken steps to ensure that your privacy is protected and respected at all times. By using any of our Websites you may receive certain third party Cookies on your computer. Third party cookies are those placed by websites and/or parties other than West SM Motors. All Cookies used by our Websites are used in accordance with current UK and EU Cookie Law. Certain features of the Website depend upon Cookies to function. UK and EU Cookie Law deems these Cookies to be "strictly necessary". This Website uses analytics services provided by Google and Bing. Website analytics refers to a set of tools used to collect and analyse usage statistics, enabling us to better understand how Users use the Website. This, in turn, enables us to improve the Website and these services offered through it. You do not have to allow us to use these Cookies, however whilst our use of them does not pose any risk to your privacy or your safe use of the Website, it does enable us to continually improve our business. The analytics services used by our Websites use Cookies to gather the required information. Certain of these Cookies may be placed immediately when you decide to visit our Websites and it may not be possible to obtain your prior consent. You may remove these Cookies and prevent future use of them by removing from your browser. You can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all cookies or only third party cookies. By default, most internet browsers accept Cookies but this can be changed. For further details, please consult the help menu in your internet browser. You can choose to delete Cookies at any time however you may lose any information that enables you to access our Websites more quickly and efficiently including, but not limited to, personalisation settings. It is recommended that you ensure that your internet browser is up-to-date and that you consult the help and guidance provided by the developer of your internet browser if you are unsure about adjusting your privacy settings.

13. **CHANGES TO THIS POLICY** West SM Motors reserves the right to change this Policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on this Websites and you are deemed to have accepted the terms of the Policy on your first contact with West SM Motors or any of its other trading names, this Website, any of our locations following the alterations.

Last Amended 24.05.2018

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