

Privacy Policy

Graham Ulyatt Car Sales Online Privacy & Cookie Notice

Effective Date: 31 December 2021

Graham Ulyatt Car Sales is committed to respecting the personal data that we hold. This Privacy Notice ("Notice") applies to Graham Ulyatt Car Sales' ("we," "us," or "our") through our online properties ("Sites"). This privacy statement describes why and how we collect personal data and provides information about individuals' rights. It applies to personal data provided to us. We may use personal data provided to us for the purposes herein described in this privacy statement.

The purpose of this web site is to provide you with the information you are looking for; the information, your ability to edit, update, correct or delete the information and the security procedures that we have implemented to protect your privacy.

By visiting the Sites and providing your Personal Information to us, you consent to the terms of this Notice, which forms part of the Terms of Use for the Sites. We reserve the right to amend or change this Privacy Notice at any time at our sole discretion. However, for changes that would materially degrade your privacy rights, we will provide you with the opportunity to review and opt-in to search changes.

Information Collected

Personal Information. In general, you do not need to provide us with any Personal Information in order to browse the Sites. However, you may consent to provide Personal Information such as your name, address, email address, telephone number, or business contact information, in order to use certain portions of the Sites. If you are applying for a job through the Sites, you may also choose to provide us with additional information such as your employment status, employment history, and academic background. If you do not want to share your Personal Information with us, please do not submit it. Unfortunately, this means that we may not be able to provide you with the services you have requested.

Log Files, Research and Data Analytics. We may also gather certain information automatically, such as Internet protocol (IP) addresses, browser type, Internet Service Provider (ISP), referring/exit pages, operating systems, date/time stamps, and/or clickstream data. We gather this information to better understand our clients and Site user-base and to improve our services to you. In addition, we may conduct research on your demographics, interests, and behaviour based on non-Personal Information usage data. This data may be compiled and analysed on an aggregate basis and we may share the data with our service providers. However, the data is stored separately from any Personal Information you may have provided and will not be connected to you.

Use of Information & Choice

If you choose to provide us with your information, we may use it for the following purposes:

- (a) to provide you with motor retail and brokerage services if you are a client, or become a client, of Graham Ulyatt Car Sales;
- (b) to send you opportunities, update reports, written/visual/verbal communication (via various methods including but not limited to phone, email, letter etc.) or other services you have subscribed to on the Sites;
- (c) to answer your questions submitted through the "Get in Touch" feature of the Sites;
- (d) to evaluate the quality of our services and to perform internal studies regarding our services;
- (e) to recruit prospective employees who have applied for a job on the Sites;
- (f) to enhance the operation of the Sites and;
- (g) to serve you with content, advertisements and promotional materials through the Sites.

We do not collect, use, or disclose your Personal Information for any other purposes that are materially different from those set forth herein. However, if we wish to do so in the future, we will always obtain your consent first, and offer you the choice to opt-out of such collection, use, or disclosure.

Sharing Information

We do not share your Personal Information with third parties except as described below and we will never sell, rent, or share your Personal Information for direct marketing purposes.

Graham Ulyatt Car Sales' Affiliates. We may share your Personal Information with our subsidiary, affiliate, and parent entities for the purposes described in this Notice.

Service Providers. We may share your Personal Information with contracted service providers as may be necessary for us to achieve the purposes described in this Notice. These service providers are under a contractual obligation to use Personal Information only for the purposes for which they were hired and in accordance with applicable law.

Business Partners. We may share your Personal Information as part of joint marketing efforts with affiliates and third-party business partners, consistent with the purposes described in this Notice.

Business Transitions. In the event we go through a business transition, such as being acquired by another company, or selling all or part of our assets, Personal Information will, in most instances, be part of the assets transferred. However, it will be subject to the promises made in any pre-existing privacy notice unless the acquiring entity obtains your consent to additional uses.

Legally Required Law Enforcement, Judicial and Administrative Agency Disclosures. We will disclose Personal Information and related confidential information as necessary to comply with judicial orders, subpoenas, civil or criminal investigative demands, administrative and regulatory demands, and other legal obligations, if we believe in good faith that disclosure is necessary to comply with the law, to protect our rights, to protect your safety or the safety of others, or to investigate violations of applicable law.

Communications

Sales & Customer Service. We communicate with customers and interested individuals via email, regular mail, and telephone to provide requested services. You may ask to be removed from a mailing or calling list at any time by submitting a written request to the Privacy Office at the contact information below.

Cookies and Tracking Technologies

Cookies. Cookies are text-only strings of information that a website transfers to the cookie file of the browser on your computer's hard drive so the website can remember who you are. We may use cookies to recognize you when you return to the Sites in order to provide you with a better user experience. Most websites use cookies and cookies alone cannot be used to identify you. A cookie will usually contain the name of the domain from which the cookie has come, the "lifetime" of the cookie, and a value (usually a randomly generated unique number). We use two types of cookies on this website:

Session Cookies. - temporary cookies that remain in the cookie file of your browser until you leave the site. Session cookies are used to carry information across pages of the Sites so you don't have to re-enter information.

Persistent Cookies. – cookies that remain in the cookie file of your browser for much longer (though how long will depend on the lifetime of the specific cookie). Persistent cookies are used to help us recognise you as a unique visitor when you return to our website. They also allow us to tailor content or advertisements to match your preferred interests or to avoid showing you the same adverts repeatedly. We also use persistent cookies to compile anonymous, aggregated statistics that allow us to understand how the Sites are used and to help us improve the structure of the Sites.

Third Party Cookies. We may allow third parties to use cookies on the Sites but we do not control the use or contents of third party cookies. Web browsers often allow you to erase existing cookies from your hard drive, block the use of cookies and/or be notified when cookies are encountered. If you elect to block cookies, please note that you may not be able to take full advantage of the features and functions of the Sites.

Web Beacons. Web beacons are images inserted in a webpage or email, which may be used to count the number of visitors to the Sites, monitor the behaviour of the Site user, store the IP address of the user, store the duration of the interaction, and store the type of web browser that was used, among other information. We may use web beacons to improve user experiences on the Sites and learn more about our customers and visitors to the Sites. Web Beacons collect only limited information which includes a cookie number; time and date of a page view; and a description of the page on which the Web Beacon resides. Web beacons do not contain any Personal Information.

Disabling and Enabling Cookies. You have the ability to accept or decline cookies by modifying the settings in your browser. However, you may not be able to use all the interactive features of the Sites if cookies are disabled. Should you wish to be alerted before a cookie is accepted on your hard disk, guideline instructions follow below:

[Cookie settings in Internet Explorer](#)

[Cookie settings in Firefox](#)

[Cookie settings in Chrome](#)

[Cookie settings in Safari web and iOS](#)

Deleting cookies. You can easily delete any cookies that have been installed in the cookie folder of your browser. For example, if you are using Microsoft Windows Explorer:

1. Open 'Windows Explorer'
2. Click on the 'Search' button on the tool bar
3. Type "cookie" into the search box for 'Folders and Files'
4. Select 'My Computer' in the 'Look In' box
5. Click 'Search Now'
6. Double click on the folders that are found
7. 'Select' any cookie file
8. Hit the 'Delete' button on your keyboard

If you are not using Microsoft Windows Explorer, then you should select "cookies" in the "Help" function for information on where to find your cookie folder.

Do Not Track Browser Requests. Web browsers often also allow you to send a "Do Not Track" request with your browsing traffic, which would enable anonymous browsing. Our service provider does not honour Do Not Track requests from web browsers.

Data Quality, Access & Rectification

We will make reasonable efforts to ensure your Personal Information is accurate and complete and we will update or correct your information as needed when notified by you. If you would like to request access to your Personal Information, request to verify your Personal Information, identify any inaccuracy in your Personal Information, or change your Personal Information in any way, please contact our Privacy Office at the address below. We will use commercially reasonable efforts to accommodate all such requests.

Retention

We retain the Personal Information processed by us for as long as is considered necessary for the purpose(s) for which it was collected (including as required by applicable law or regulation). We may keep data for longer to establish, exercise, or defend our legal rights and the legal rights of our clients.

In addition, personal data may be securely archived with restricted access and other appropriate safeguards where there is a need to continue to retain it.

Security

We take reasonable administrative, technical and physical steps to ensure that your Personal Information in our custody and control remains accurate, timely, and secure. Unfortunately, no data transmission over the Internet can be guaranteed as secure and we cannot be responsible for harm that you or any other person may suffer as a result of a breach of confidentiality in respect to your use of the Sites or any information you transmit through the Sites.

Third Party Links

The Sites may contain links to or from other websites over which we have no control. Please be aware that we are not responsible for the privacy practices of such other sites. We encourage users to be aware when they leave our Sites and to read the privacy notices of each and every website that collects Personal Information. This Privacy Notice applies solely to information collected by our Sites.

Questions and Complaints

We take your privacy concerns seriously. If you believe we have not complied with this Privacy Notice, or you have any other questions, you may write to our Privacy Office at 15 Orchard Way, Stratford upon Avon, Warwickshire, UK, CV37 9HP graham@grahamulyattcarsales.com.

Children's Data

The Sites are general audience websites and not intended for children. We do not knowingly collect Personal Information from anyone under 18 years of age. If you believe we may have collected information from your child on the Sites, please contact the Privacy Office and we will make reasonable efforts to delete the information from our records.

Sensitive Data

We do not use the Sites to knowingly collect "sensitive data" such as that relating to racial or ethnic origin, current or future medical status, genetic information, religious, philosophical or moral beliefs, political affiliation, political opinions or sexual preference. If you believe you have mistakenly provided us with any sensitive data, please contact the Privacy Office.

Geographic Location-Specific Provisions

EU RESIDENTS

In addition to the foregoing Privacy Policy, European Union individuals have certain rights over their personal data and data controllers are responsible for fulfilling these rights as follows:

- Individuals may request access to their personal data held by us as a data controller;
- Individuals may request us to rectify personal data submitted to us or, where appropriate, contact us via the relevant website registration page or by amending the personal details held on relevant applications with which they registered;
- Individuals may request that we erase their personal data;

- Where we process personal data based on consent, individuals may withdraw their consent at any time by contacting us or clicking on the unsubscribe link in an email received from us;
- Individuals may have other rights to restrict or object to our processing of personal data and the right to data portability;
- Individuals may request information about, or human intervention into, any automated data processing that we may undertake.

If you wish to exercise any of these rights, please send an email to graham@grahamulyattcarsales.com.