1. General

1.1. Micheldever Tyre Services Limited (our, us and we) is committed to protecting and respecting your privacy.

1.2. This privacy policy (the Privacy Policy), sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us.

1.3. WE will only collect and use personal data in ways that are described here and in a manner, that is consistent with Our Obligations and your rights under the law.

2. Information about US

2.1. For the purposes of the General Data Protection Regulation (the Regulation), the operator of this site and the data controller is Micheldever Tyre Services Limited of Micheldever Station, Winchester, Hampshire SO21 3AP (Company Number: 01817398).

2.2. We have appointed a Data Protection Manager who can be contacted:

       Email: [dpo@micheldever.co.uk](mailto:dpo@micheldever.co.uk?subject=Data%20Protection%20Enquiry)

       Post: Data Protection Manager, Micheldever Tyre Services Limited, Micheldever Station, Winchester, Hampshire, SO21 3AP

       Phone: 01926 816 799

3. Definitions:

In this Policy the following terms shall have the following meanings:

“personal data” means any and all data that relates to an identifiable person who can be directly or indirectly identified from that data. This definition shall, where applicable, incorporate the definitions provided in the EU Regulation 2016/679 – the General Data Protection Regulation (“GDPR”);

4. What Does This Policy Cover?

4.1. This Privacy Policy applies only to Your use of Our prize draw service.

5. Your Rights

5.1. As a data subject, you have the following rights under the Regulation, which this Policy and Our use of personal data have been designed to uphold:

5.1.1. The right to be informed about Our collection and use of personal data

5.1.2. The right of access to the personal data We hold about you

5.1.3. The right to rectification if any personal data We hold about you is inaccurate or incomplete (please contact Us using the details in section 12)

5.1.4. The right to be forgotten – i.e. the right to ask Us to delete any personal data We hold about you (We only hold your personal data for a limited time, as explained in section 8, but if you would like Us to delete it sooner, please contact Us using the details in section 12

5.1.5. The right to restrict (i.e. prevent) the processing of your personal data

5.1.6. The right to data portability (obtaining a copy of your personal data to re-use with another service or organisation)

5.1.7. The right to object to Us using your personal data for a particular purpose

5.1.8. Rights with respect to automated decision making and profiling.

5.2. If you have any cause for concern about Our use of Your personal data, please contact Us via dpo@micheldever.co.uk and We will do Our best to resolve the query or concern. If We are unable to resolve the problem or query, you also have the right to lodge a complaint with the UK’s supervisory authority, the Information Commissioner’s Office.

5.3. For further information about your rights, please contact the Information Commissioner’s Office or your local Citizens Advice Bureau.

6. What data we do we Collect

6.1. For the purposes of this product promotion we will collect your Name, Mobile telephone number, Email address, Purchase location and Product purchased

7. How we use (“process”) and store your personal data

7.1. We only retain and process Your personal data for as long as necessary for the purpose(s) that it was collected. Your personal data will be processed in a manner compatible with Our obligations and Your rights under the Regulation at all times.

7.2. Our Processing and use of your personal data will always have a lawful basis under the Regulation. The lawful basis established will vary depending on the specific processing required however it will primarily fall into these four categories:

7.2.1. We our fulfilling a contractual obligation to you (e.g fulfilling you request to be entered into the promotion)

7.2.2. We have a legal obligation to process Your personal data (e.g Advertising Standards Authority request)

7.2.3. You have consented to US using Your personal data (e.g entering the product promotion)

7.2.4. We have a legitimate interest (e.g to tell you about other compatible product and services we offer or to detect and prevent fraud)

7.3. We will use your personal data to contact you upon entry to the competition and to inform you should you win.

7.4. We will never sell your data to a third party and We will not, send you any unsolicited marketing or spam. WE will take all reasonable steps to ensure that We fully protect your rights and comply with Our obligations under the Regulation and under other applicable privacy legislation (e.g the Privacy and Electronic Communications Regulations [PECR] 2003).

7.5. The data that We collect from you or that You provide to Us is processed by staff who work either for us or one of our group companies or for one of our service providers. Such staff may be engaged in, among other things, the confirmation of your entry and the processing of winners. By submitting your personal data, you agree to the storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy.

7.6. All information you provide to us is stored on our secure servers.

7.7. Unfortunately, the transmission of information via the Internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our Site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

7.8. In certain circumstances, We may be legally required to share certain data held by Us, which may include your personal data, for example, where We are involved in legal proceedings, where We are complying with legal requirements, a court order, or a governmental authority. In such cases and to the extent the law allows we will let you know before this happens.

8. How long we retain your personal data

8.1. We only keep your personal data for as long as is necessary or the purpose(s) that it was collected. Data will be retained for the following periods (or its retention will be determined on the following bases):

8.1.1. Promotion entries are stored for up to 3 months, winning entries will be stored up to 4 months.

9. How and Where Do We Store Your Data?

9.1. We only keep your personal data for as long as is necessary to fulfil the purpose(s) it was collected for.

9.2. We may share your personal data with other companies as necessary to fulfil our obligations to you or peruse our legitimate interties. WE may engage all or some of the following companies to process Your personal data:

9.2.1. D&G Autocare

9.3. Where We share Your personal data with other companies, we will do so in a manner compatible with Our obligations and Your Rights under the Regulation. This will include engaging these companies as a Sub Processor with a legally binding Data Processing Agreement and receiving assurances that appropriate technical and organisational data security measures are in place. These measures may include:

9.3.1. Use of secure File Transfer Protocol (FPT) portal

9.3.2. Encryption

9.3.3. Data and document retention policies and controls

9.3.4. Access logging and control

9.4. Your personal data is primarily stored and processed in the UK.

10. Restricting use of your personal data

10.1. The Regulation gives You the right to ask us not to process Your personal data (the right to object to processing). Your right to ask us not to process Your personal data, particularly when we are using our legitimate interest as the lawful processing basis, can be exercised by contacting us.

10.2. We will always respect your decision and provide you with easy ways to control your personal data such as providing unsubscribe links in email and other communications to you about our compatible product and service remainders.

10.3. You may also wish to sign up to one or more of the preference services operating in the UK:

10.4.1. The Telephone Preference Service (“the TPS”), the Corporate Telephone Preference Service (“the CTPS”)

10.4.2. The Mailing Preference Service (“the MPS”). These may help to prevent you receiving unsolicited marketing.

10.5. Please note, however, that these services will not prevent you from receiving marketing communications that you have consented to receiving and/or the law permits us to send to you.

11. Access to your data

11.1. You have a right to ask for a copy of your personal data held by us. Under the Regulation there is no fee to access your data (apart from where the further copies are requested where WE may charge a reasonable fee).

11.2. The information will be provided in a commonly used electronic format (typically CSV or PDF).

11.3. We may ask you for further details to help us provide the information to you in a timely fashion.

11.4. We may refuse to provide your personal data to you if the request is repetitive.

11.5. To obtain a copy of your personal data please contact our Data Protection Manager on ([dpo@micheldever.co.uk](mailto:dpo@micheldever.co.uk?subject=GDPR%20Enquiry)) or write to us at Data Protection Manager, Micheldever Tyre Services Limited, Mill Place, Micheldever Station, Winchester, Hampshire, SO21 3BZ.

11.6. If you have any cause for concern about access to your personal data, please contact us via [dpo@micheldever.co.uk](mailto:dpo@micheldever.co.uk?subject=GDPR%20Enquiry) and We will do Our best to resolve the query or concern. If We are unable to resolve the problem or query, you also have the right to lodge a complaint with the UK’s supervisory authority, the Information Commissioner’s Office.

12. How to contact us

12.1. You can contact our wholesale marketing team in the first instance who are usually best placed to deal with any queries or concerns about how we process Your personal data.

Email: [simon.tipple@micheldever.co.uk](mailto:simon.tipple@micheldever.co.uk)

Phone: 07786 310854

12.2. You may contact our Data Protection Manager if you have any enquiries or feedback on our data protection policies and procedures, or if you wish to make any request relating to the processing of personal data, or if you have concerns about Your rights under the Regulation:

Email: [DPO@micheldever.co.uk](mailto:dpo@micheldever.co.uk?subject=GDPR%20Enquiry)

Telephone: 01926 816 799

Post: Data Protection Officer, Micheldever Group Limited, Micheldever Station, Winchester, Hampshire, SO21 3AP

13. Changes to our Privacy Policy

13.1. Any changes we make to our Privacy Policy in the future will be posted online and, where appropriate, notified to you by e-mail. Please check online to see any updates or changes to our Privacy Policy. You will be deemed to have accepted the terms of the Privacy Policy on your entry to the promotion.