



## **PRIVACY POLICY**

This privacy policy sets out how Pro Bike uses and protects any information that you give Pro Bike when transacting business with us.

Pro Bike is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified then you can be assured that it will only be used in accordance with this privacy statement.

Pro Bike may change this policy from time to time. This policy is effective from 25<sup>th</sup> May 2018.

### **What we collect**

We may collect the following information:

- name and contact information including email address
- demographic information such as postcode, preferences and interests
- other information relevant to purchases using finance facilities via providers we have introduced you to

### **What we do with the information we gather**

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- internal record keeping
- we will communicate with you to respond to specific purchase enquiries you might make and to advise of you of relevant information relating to those purchases e.g. confirming delivery dates
- we will communicate with you by way of email or sms to remind you of routine services that your vehicle may be due or MOT tests that are due

- we may share your personal details with our manufacturer partners solely for the registration of warranties and security products
- we will share your relevant information with finance houses that we introduce you to only when instructed by you

## **Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorized access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

## **Controlling your personal information**

You may choose to restrict the collection or use of your personal information.

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so.

You may request details of personal information which we hold about you under the Data Protection Act 1998. A small fee will be payable. If you would like a copy of the information held on you please write to:

*Data Controller, Pro Bike, 22 Newtown Road, Newbury. RG14 7BL*

*[datacontroller@pro-bike.com](mailto:datacontroller@pro-bike.com)*

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above addresses. We will promptly correct any information found to be incorrect.