

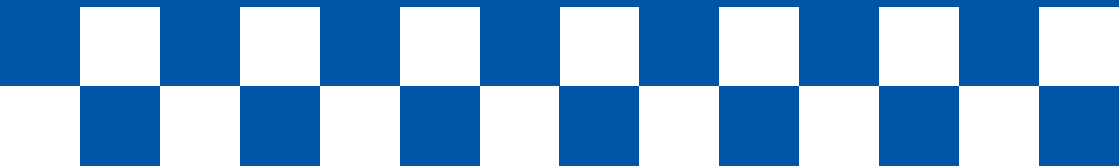
YOUR DATA



All you need to know about how
we use your personal data



The local garage you can TRUST



Key things...

These are the key things you need to know about your personal data with Protyre:



We will never sell your data



Your data will be kept secure



You can request access to your data at any time



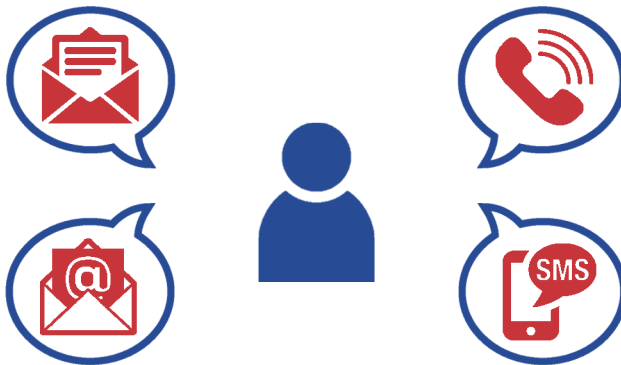
You can stop all processing of your personal data at any time



Customer communication...

These are the types of customer communications you will receive:

- Tyre reminders
- MOT reminders
- Service reminders
- Brake check reminders
- Advisory reminders
- Cambelt reminders
- Personalised monthly and seasonal reminders for checks at home or in centre



This will help you proactively maintain your vehicle so you and your passengers are kept safer, your vehicle receives fewer unexpected repair bills and you can budget for all your vehicle maintenance needs more effectively.

Your personal and vehicle data is important to us and keeping it safe and secure is our top priority. This leaflet will explain what data we use and your rights under General Data Protection Regulation. For further information visit our privacy policy protyre.co.uk/legal-advisory/privacy-policy

Your personal data...

What is personal data?

Personal data is the information we collect about you and vehicle when you have work done in any Protyre centre or online at www.protyre.co.uk. This will include your name, your address including postcode, email address, mobile and/or telephone numbers.

What is vehicle data?

Vehicle data is the information we collect about your vehicle when you have work done in any Protyre centre or when you make an online booking at www.protyre.co.uk. This includes, vehicle registration number and any readings from your vehicle such as tyre tread depth, brake dimensions, vehicle advisories, vehicle mileage, MOT and service due dates.

What is GDPR?

GDPR stands for General Data Protection Regulation. GDPR is effective from 25th May 2018 and replaces all previous UK and EU data protection legislation. GDPR provides you, as a data subject, with increased personal data privacy rights and requires, Protyre, as a data controller, to ensure our processes have been designed to protect your data.

The fact that the law is changing only builds on what we have always done – and that is to treat your personal data with the same respect and security as we treat our own. At Protyre we securely keep your personal data within a state of the art IT infrastructure.

What do Protyre do with my data?

We only ever use your data to improve our service to you. We never sell your personal data to a third party.

We use the personal and vehicle data you provide to us to:

- Remind you when your vehicle MOT or Service is due
- Remind you when the wearable components of your vehicle may need changing (for example Tyres or Brakes) based on the vehicle readings recorded.



- Remind you if you have any advisories outstanding from servicing work or that your vehicle service is due
- Remind you of any monthly or seasonal checks you can perform on your vehicle at home and further services or promotions we offer that will help you proactively maintain your vehicle.

The communications will be supplied to you in the form of an email, letter, SMS and/or by phone. As we prepare your invoice you can specify your preferred contact method, ask us not to contact you in specific way or not to contact you at all. We will always respect your decision.

If for any reason you stop visiting us, we will send you reminders that we have not seen you or your vehicle in a while. We may also hold your data securely to comply with statutory accounting and other legislation. Full details can be found protyre.co.uk/legal-advisory/privacy-policy

What if I change my mind?

If you would prefer not to receive vehicle reminders, product or service details or indeed offers from us then please email unsubscribe@protyre.co.uk. However, by asking us not to contact you we won't be able to provide you with important vehicle safety reminders.

Your rights under GDPR – accessing your data

You have the right to access a copy of the personal data we hold about you and there is no charge for this. Please contact our Data Protection Officer if you would like to access your personal data.

GDPR gives you certain rights, in addition to the rights we have outlined here, full details of which can be found at protyre.co.uk/legal-advisory/privacy-policy

If you have any questions or wish to speak to our Data Protection Office, they can be contacted on the below:

Data Protection Officer,
Micheldever Tyre Services Limited,
Micheldever
Station,
Winchester,
Hampshire,
SO21 3AP

Email: dpo@micheldever.co.uk

Tel: 01926 816 799

If you wish to unsubscribe from all Protyre communications including reminders, please email: unsubscribe@protyre.co.uk

 **PROTYRE.CO.UK** 

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