

Privacy Policy

This Privacy Policy governs the manner in which **Bartlett Automotive Huntingdon Limited / Bartlett Automotive Peterborough Limited** ("we", "our", or "us") collects, uses, maintains, and discloses information collected from users (each, a "User") of the [Your Website URL] website ("Site"). This privacy policy applies to the Site and all products and services offered by [Your Company Name].

1. Personal Data Collection

1.1 Information We Collect: We may collect personal identification information from Users in a variety of ways, including but not limited to when Users visit our Site, register on the Site, place an order, subscribe to the newsletter, respond to a survey, fill out a form, and in connection with other activities, services, features, or resources we make available on our Site.

1.2 Types of Personal Data: The types of personal data we may collect include but are not limited to:

1. Name
2. Email address
3. Postal address
4. Phone number
5. Payment information (such as credit card details)

1.3 Purpose of Collection: We collect personal data from Users only if they voluntarily submit such information to us. The information collected is used for the following purposes:

1. To personalize user experience
2. To improve our Site
3. To process transactions
4. To send periodic emails
5. To administer a contest, promotion, survey, or other Site feature

2. Data Protection Principles

2.1 Lawfulness, Fairness, and Transparency: We will only process personal data if we have a lawful basis for doing so, such as consent, contractual necessity, or legitimate interests.

2.2 Purpose Limitation: We will only collect personal data for specified, explicit, and legitimate purposes and will not process it further in a manner that is incompatible with those purposes.

2.3 Data Minimization: We will ensure that personal data we collect is adequate, relevant, and limited to what is necessary in relation to the purposes for which it is processed.

2.4 Accuracy: We will take reasonable steps to ensure that personal data we hold is accurate and, where necessary, kept up to date.

2.5 Storage Limitation: We will not keep personal data for longer than is necessary for the purpose for which it is processed.

2.6 Integrity and Confidentiality: We will ensure that personal data is processed securely, using appropriate technical and organizational measures to protect against unauthorized or unlawful processing and against accidental loss, destruction, or damage.

3. User Rights

3.1 Access: Users have the right to request access to their personal data that we hold.

3.2 Rectification: Users have the right to request the correction of inaccurate or incomplete personal data.

3.3 Erasure: Users have the right to request the deletion or removal of their personal data in certain circumstances, such as when the data is no longer necessary for the purposes for which it was collected.

3.4 Objection: Users have the right to object to the processing of their personal data in certain circumstances, such as for direct marketing purposes or where the processing is based on legitimate interests.

3.5 Data Portability: Users have the right to receive a copy of their personal data in a structured, commonly used, and machine-readable format and to transmit that data to another controller.

3.6 Withdrawal of Consent: Where we rely on consent as the lawful basis for processing personal data, Users have the right to withdraw consent at any time.

4. Sharing Personal Data

4.1 Third-Party Service Providers: We may share Users' personal data with third-party service providers who assist us in operating our website, conducting our business, or servicing Users, subject to appropriate data processing agreements.

4.2 Legal Compliance: We may disclose personal data if required to do so by law or in response to valid requests by public authorities (e.g., a court or government agency).

5. International Transfers

5.1 EU/UK-US Privacy Shield: If we transfer personal data from the European Union or the United Kingdom to the United States, we will ensure that the transfer is compliant with the EU-U.S. Privacy Shield Framework or the UK-US Privacy Shield Framework, as applicable.

6. Data Security

6.1 Security Measures: We implement appropriate technical and organizational measures to ensure a level of security appropriate to the risk, including protection against unauthorized or unlawful processing and against accidental loss, destruction, or damage.

7. Data Retention

7.1 Retention Period: We will retain personal data for as long as necessary to fulfil the purposes for which it was collected, including for the purposes of satisfying any legal, accounting, or reporting requirements.

8. Changes to This Privacy Policy

8.1 Notification: We reserve the right to update or change our Privacy Policy at any time. Users will be notified of any changes by updating the "last updated" date at the top of this Privacy Policy.

9. Contact Us

9.1 Contact Information: If you have any questions or concerns regarding this Privacy Policy or the processing of your personal data, please contact **Natalie Boyes Bartlett** (natalie@bartlett-auto.com)