



Our Privacy Policy - Your rights, your information and how we use it

GSM Automotive Ltd is committed to protecting your personal information.

Our Privacy Policy contains important information about what personal details we collect; what we do with that information; who we may share it with and why; and your choices and rights when it comes to the personal information you have given us.

We may need to make changes to our Privacy Policy; so please check our website for updates from time to time. If there are important changes such as changes to where your personal data will be processed; we will contact you to let you know.

This version of our Privacy Policy was last updated **11 May 2018**.

Who we are

We are GSM Automotive Ltd.
This Privacy Policy applies to GSM Automotive Ltd only.

How to contact us

If you have any questions about our Privacy Policy or the information we collect or use about you, please contact:

Data Protection Officer
GSM Automotive Ltd
Avenue One
Station Lane Industrial Estate
Witney
OX28 4BZ

dataprotectionofficer@gsmautomotive.com

Information we collect and use

Information about you that we may collect and use includes:

- Information about who you are e.g. your name and contact details
- Information connected to your product or service with us
- Information about your contact with us e.g. emails / letters
- Information that is automatically collected e.g. via cookies when you visit our website
- Information if you visit one of our offices e.g. visual images collected via closed circuit television (CCTV)

What are cookies?

A cookie is a small file – it's saved onto your computer or other device when you visit our website. Cookies store small pieces of information. For example - they will remember you've visited our website or performed a certain action.



We use cookies to help us improve your experience when you visit our website. For example, a cookie might store information so you don't have to keep entering it.

Cookies also let us know which pages of our website you visited; they help us develop and market our products and services. They also help us track sales.

- Persistent cookies - these stay valid, and will work until their expiry date (unless you delete them before they expire)
- Session cookies - these expire when you close your web browser

GSM Automotive Ltd operates many different platforms, websites and microsites, where we use, store and process your information in a way that is specific to that application.

Where we collect your information

We may collect your personal information directly from you, from a variety of sources, including:

- an application form for a product or service
- phone conversations with us
- emails or letters you send to us

We may also collect personal information on you from places such as business directories and other commercially or publicly available sources e.g. to check or improve the information we hold (like your address) or to give better contact information if we are unable to contact you directly.

What we collect and use your information for

We take your privacy seriously and we will only ever collect and use information which is personal to you where it is necessary, fair and lawful to do so. We will collect and use your information only where:

- you have given us your permission [consent] to send you information about products and services offered by GSM Automotive Ltd
- it's necessary to provide the product or service you have requested
- it's necessary for us to meet our legal or regulatory obligations
- it's in the legitimate interests of GSM Automotive Ltd

If you do not wish us to collect and use your personal information in these ways, it may mean that we will be unable to provide you with our products or services.

Who we may share your information with

We may share your information with third parties for the reasons outlined in 'What we collect and use your information for.'

These third parties include:

- Companies within GSM Automotive Ltd
- Companies we have chosen to support us in the delivery of the products and services we offer to you



We will never sell your details to someone else. Whenever we share your personal information, we will do so in line with our obligations to keep your information safe and secure

Where your information is processed

Your information is processed in the UK and European Economic Area (EEA).

How we protect your information

We take information and system security very seriously and we strive to comply with our obligations at all times. Any personal information which is collected, recorded or used in any way, whether on paper, online or any other media, will have appropriate safeguards applied in line with our data protection obligations.

Your information is protected by controls designed to minimise loss or damage through accident, negligence or deliberate actions.

How long we keep your information

We will keep your personal information only where it is necessary to provide you with our products or services while you are a customer.

We may also keep your information after this period but only where required to meet our legal or regulatory obligations. The length of time we keep your information for these purposes will vary depending on the obligations we need to meet.

Your individual rights

You have several rights in relation to how GSM Automotive Ltd uses your information. They are:

Right to be informed

You have a right to receive clear and easy to understand information on what personal information we have, why and who we share it with – we do this in our Privacy Policy and privacy notices.

Right of access

You have the right of access to your personal information. If you wish to receive a copy of the personal information we hold on you, you may make a data subject access request (DSAR).

Right to request that your personal information be rectified

If your personal information is inaccurate or incomplete, you can request that it is corrected.

Right to request erasure

You can ask for your information to be deleted or removed if there is not a compelling reason for GSM Automotive Ltd to continue to have it.



Right to restrict processing

You can ask that we block or suppress the processing of your personal information for certain reasons. This means that we are still permitted to keep your information – but only to ensure we don't use it in the future for those reasons you have restricted.

Right to data portability

You can ask for a copy of your personal information for your own purposes to use across different services. In certain circumstances, you may move, copy or transfer the personal information we hold to another company in a safe and secure way.

Right to object

You can object to GSM Automotive Ltd processing your personal information.

How to make a complaint

We will always strive to collect, use and safeguard your personal information in line with data protection laws. If you do not believe we have handled your information as set out in our Privacy Policy, please visit our Contact Us page and we will do our utmost to make things right.

makeacomplaint@gsmautomotive.com