



## Privacy Policy

### Data You Supply

We may request information from you in order to comply with our insurer's requirements and in order to provide appropriate cover for your use of our vehicles.

We want to assure you that you always have complete control over how we handle your details, which means that you may opt out at any time. And of course we will always keep your data secure.

#### Company Statement

Great Escape Cars Ltd has embraced the requirements of GDPR. Our aim is for the firm to remain compliant and respectful when processing or handling customer data. Great Escape Cars Ltd has trained all staff who handle data with the principles of GDPR and has also appointed a GDPR contact person, Graham Eason. We are committed to transparency and honesty in everything we do, including data handling.

#### Our Lawful Basis For Processing

The lawful basis for processing data is set out in Article 6 of the GDPR and Great Escape Cars Ltd has reviewed the six available lawful basis for processing and selected the following that suit the nature of the business and how you as our customer wish to do business with us. They are as follows:

- (a) Consent: the individual has given clear consent for you to process their personal data for a specific purpose
- (b) Contract: the processing is necessary for a contract you have with the individual, or because they have asked you to take specific steps before entering into a contract

Consent – we speak to all of our customers on inception of their contract with Great Escape Cars Ltd. We check at the quotation and confirmation stages the consent we require to provide you with the services you have contacted us about.

If at any point you wish to withdraw consent, restrict or limit your consent, please contact the firm outlined below and we will respond to your email within 24 hrs Monday to Friday:

- Call us on: 01527 893733
- Email us on: [info@greatescapecars.co.uk](mailto:info@greatescapecars.co.uk)

#### What information do we collect and how will we use the information about you?

Great Escape Cars Ltd holds and processes personal data for its customers. We collect relevant personal information in order to provide insurance cover to enable you to drive our vehicles. We retain this information for the duration of your hire and up to a maximum of 6 months in the event of an accident claim or notification of a motoring offence.



We also collect payment information in order for customers to pay for the services we provide. Payment information is used to process payments only, via our third party payment providers. Such information is immediately and securely discarded.

All staff are aware that the information we request and subsequently pass on must be relevant to you and for the purpose of providing insurance cover. It must also be relevant to our insurance underwriter's request for information regarding the administration of the policy.

We collect information about you when you purchase products. We also collect information when you provide feedback, participate in customer surveys and competitions. Website usage information is collected using cookies and covered by our separate Website Privacy Policy.

### **Processing activities – what we do with our key partners**

We work with the following key partners to help us provide you with our services and to meet our legal obligations:

**Insurance Underwriter** – from time to time we are obliged to share your information with our insurer in order to comply with our regulatory obligations and insurance contract. We may also share this information in the event of an accident or claim by you, by us or by third parties

**Legal Obligations** – we are required by law to share your information, when demanded, with the DVLA, police and other legal bodies in the event of parking violations, Highway Code violations and motoring offences

### **Access to your information and correction and your right to be forgotten**

You have the right to request a copy of the information that we hold about you. We want to make sure that your personal information is accurate and up to date.

You have the right, at any time, to ask us to correct or remove information that you think is inaccurate. We do not charge you for this service. Please contact our team for us to make the appropriate changes for you:

- Call us on: 01527 893733
- Email us on: [info@greatescapecars.co.uk](mailto:info@greatescapecars.co.uk)

Current customer data requests are handled within 24 hrs Monday to Friday, previous customer data requests within the current business year can take up to 7 days and all other requests are handled within 30 days.

### **Retention**

The timely destruction of data – all customer sensitive data is separated immediately at source and kept in a secure locked bin identified by the colour red. These bins are collected daily and subject to onsite industrial cross shredding. Once the driving experience has completed the information is securely kept for 6 months and then destroyed.



### **How we update and remove the data**

Great Escape Cars Ltd reviews and corrects customer data throughout the year and when we speak to customers prior to their driving experience.

When inaccurate data is identified, the firm will react immediately to the source where the data is currently stored, where the data was received from and identify any third parties the firm has shared any data with. The firm will act quickly to identify and amend these inaccuracies and potential breaches.

### **Marketing**

Consent is obtained verbally or via forms. Where you give us consent we will also use your data to send you marketing communications for the products and services we offer that may benefit you. You decide how you want us to contact you, whether by email, phone or text message and you can update your communication preferences at any time by telling us when things change. From time to time we will also send you a communication update and refresh your communication preferences.

#### Prospect Customers

This category implies customer who have received quotations from or made enquiries to us and have yet to become customers. In order to facilitate a quotation for our products and services we will ensure we gain clear verbal or written consent from you before we begin.

#### Existing Customers

We will request your consent to market to you current and relevant products and services. Should you not wish to receive future contact, please advise us immediately. Please also email your request to [info@greatescapecars.co.uk](mailto:info@greatescapecars.co.uk).

### **Website & Other Websites**

The business operates a number of websites, principally:

[www.greatescapecars.co.uk](http://www.greatescapecars.co.uk), [www.fixclassiccars.co.uk](http://www.fixclassiccars.co.uk), [www.greatdrivingdays.co.uk](http://www.greatdrivingdays.co.uk),  
[www.driveanetype.co.uk](http://www.driveanetype.co.uk)

We operate a comprehensive privacy policy for all of our websites which can be found on each site along with our Complaints Procedure.

If you have any questions or comments regarding our website, you can contact us as detailed below:

- Call us on: 01527 893733
- Email us on: [info@greatescapecars.co.uk](mailto:info@greatescapecars.co.uk)

Our websites contain links to other websites. This privacy policy only applies to the websites we own and operate so when you link to other websites you should read their own privacy policies.