

# **driverhelpline privacy policy**

## **1. Just so you know.**

Like you, we value our personal privacy and don't want to be bombarded with spam and junk mail about news, products and services we're simply not interested in.

That's why driverhelpline will NOT release any personally identifiable information (such as your name or e-mail address) to any third party without your express prior permission, part from official authorities who may have a legal right (accompanied by a warrant) to view any information we have collected.

When accessing and submitting data through the driverhelpline app, fleethelpline dashboard and our websites; you consent to the collection, use and retention of your information by driverhelpline for the sole purpose of providing driverhelpline services.

driverhelpline will;

- always keep your data safe and private.
- never sell your data.
- allow you to manage and review your marketing choices at any time.

We always protect your data, our professional reputation depends on it.

## **2. What Personal Identifiable Information of yours will we collect and use?**

driverhelpline collects your personal information in order to provide a better service to you.

The information about you is stored within your account, as is information about the services you use and how you use them.

We may also collect device-specific information, such as your location and mobile telephone number, and log-in frequency information. Again this is to provide you with services which require this information, for example if you break down or have an accident, we need to know where you are so we can provide assistance.

We will typically process

- Personal identifiable details: name, date of birth, gender, address, email, telephone number;
- Financial details, where applicable;
- Goods and services used;
- Enquiries, compliments and complaints;
- Driving Licence endorsements and convictions;
- information on the mobile device or computer you use such as IP address and browser type.

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### 3. So how does driverhelpline use your personal information?

Let's be very, very clear that we use your data simply to provide you with the services you have requested.

We process your personal identifiable information to:

- administer your account to provide products and services that you or your company have requested from driverhelpline;
- provide you with information about other goods and services we offer that are similar to those that you have already used or enquired about;
- notify you about changes to our services;
- ensure that content of our app and websites are presented in the most effective manner for you;
- administer our app and websites and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- measure and understand the effectiveness of our services to you.

driverhelpline will always ask for your consent before using your information for a purpose other than that it was provided for or authorised to use.

We may also aggregate personal identifiable information so it does not personally identify you when we use it. This is called pseudonymised data. For example, we may aggregate personal identifiable information to analyse regional customer location so we may better serve them.

We may also remove personal identifiable information to create anonymous data.

In each of these cases, we will use anonymous and aggregated information for historical, statistical, or business planning purposes.

### 4. When would we disclose your information to others?

driverhelpline will never share your personal identifiable information with organisations outside contractual requirements needed to provide you with services, unless one of the following applies:

- it is necessary to comply with data protection laws;
- your consent has been obtained and can be evidenced;
- a legal requirement exists, for example to meet a legal obligation or enforceable government request, detect and prevent or address fraud;
- we are responding to matters of personal or public safety.

driverhelpline may need to share some of the personal identifiable information it processes with:

- your employer, as part of the conditions of use of a company vehicle
- group companies and subsidiaries as defined in section 1159 of the UK Companies Act 2006;
- analytics and search engine providers that assist us with the improvement and optimisation of our app and website;
- credit reference agencies for the purpose of assessing your credit score where this is a requirement before we enter into a contract;
- debt collection and tracing agencies;
- central government;
- police forces and security organisations.

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### **5. How do we store your Personal Identifiable Information?**

driverhelpline processes your personal identifiable information using staff located in the UK. In terms of IT hosting and maintenance, this information is located on servers within the UK where appropriate contractual safeguards are in place. No third parties have access to your data unless there is a lawful basis to do so.

### **6. How long will we keep your Personal Identifiable Information?**

driverhelpline holds your personal identifiable information for as long as is needed to provide you with services and products, in so far that it is relevant to a transaction, is needed for warranty, tax and legal purposes and any marketing interests consented by you.

### **7. What rights do you have regarding Personal Identifiable Information we hold?**

Of course you have the right to obtain a copy of your personal identifiable information processed by driverhelpline and know the reasons why we process your data. A written request to the Data Controller's Representative would normally be responded to within one month of the requested data. Confirmation of a requester's identity will be essential prior to any release of data.

If we hold personal identifiable information about you, we will:

- Provide a description of the data held;
- Inform you why the data is being held;
- Inform you who the data is disclosed to;
- Provide a copy of the data in an electronic format.

Depending upon the nature of the request, we will try to manage the search informally in the first instance e.g. if you are seeking specific data, this may be resolved via a telephone call.

Additional rights you have include the right to:

#### **rectification**

You have the right to have any inaccuracies in your personal identifiable information to be rectified.

#### **be forgotten**

Under certain circumstances you may request that personal identifiable data is erased, however in doing so we will not be able to provide you with the products and services which you have requested.

#### **restriction of processing**

Under certain specific circumstances you may have the right to prevent the processing of some personal identifiable information.

#### **notification**

Under certain circumstances, driverhelpline has a duty to ensure you are notified of how any intended change of processing of your data which differs to that which you consented for.

#### **data portability**

Under certain circumstance you have the right to see and have transferred your personal identifiable information in a commonly used and machine-readable format to another Data Controller.

#### **appropriate decision making**

You have the right not to have decisions made solely from automated processing.

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## **8. How do you complain?**

You have the right to lodge a complaint regarding the use of your personal identifiable information. In the initial instance please email [data@driverhelpline.co.uk](mailto:data@driverhelpline.co.uk) and we will investigate the matter and keep you informed of the investigation progress.

If you are not satisfied with the outcome of our investigation you have the right to lodge a complaint with the Information Commissioner's Office.

## **9. What about privacy policy changes?**

driverhelpline reserves the right to amend this privacy policy at any time and will post this revised policy on its websites.

## **10. Who is the registered data controller?**

The registered data controller is MNH total vehicle solutions, UK company registration number 03674429, ICO registration number Z4559687.

## **11. Who is the registered data controller's representative ?**

The Data Protection Officer acts as the Data Controller's Representative.

## **12. Who can I contact?**

If you have any questions or comments about this privacy policy please contact the Data Protection Officer via email [data@driverhelpline.co.uk](mailto:data@driverhelpline.co.uk).