

# PRIVACY POLICY

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In accordance with the General Data Protection Regulation (GDPR), we have implemented this privacy notice to inform you, our customers, of the types of data we process about you. We also include within this notice the reasons for processing your data and your rights regarding your data.

This notice applies to current and former customers, workers, employees and contractors.

## A) DATA PROTECTION PRINCIPLES

Under GDPR, all personal data obtained and held by us must be processed according to a set of core principles. In accordance with these principles we will ensure that:

- a) Processing is fair, lawful and transparent
- b) Data is collected for specific, explicit, and legitimate purposes
- c) Data collected is adequate, relevant and limited to what is necessary for the purposes of processing
- d) Data is kept accurate and up to date. Data which is found to be inaccurate will be rectified or erased without delay
- e) Data is not kept for longer than is necessary for its given purpose
- f) Data is processed in a manner that ensures appropriate security of personal data including protection against unauthorised or unlawful processing, accidental loss, destruction or damage by using appropriate technical or organisation measures
- g) We comply with the relevant GDPR procedures for international transferring of personal data

## B) DATA COLLECTION

At ASM we use your data to offer you the best service we can, this may include:

- a) Data collected from registering for an account to bid or buy from us.
- b) Data collected from accessing our website or applications.
- c) Data collected to enable us to market our services

## C) SHARING YOUR DATA

We may pass your personal data on to third-party service providers contracted to ASM Auto Recycling Limited in the course of dealing with you. Any third parties that we may share your data with are obliged to keep your details securely and to use them *only* to fulfil the completion of services to you. When they no longer need your data to fulfil this service, they will dispose of the details in line with ASM Auto



Recycling Limited's procedures. If we need to pass your personal data onto a third party we will only do so once we have obtained your consent, unless we are legally required to do otherwise.

We only share your data with other organisations where it is needed to deliver the service. For example:

- h) The DVLA when we update the V5 of a vehicle
- i) Shipping companies to collect and deliver vehicles
- j) Payment processing companies
- k) Insurance companies involved in a claim
- l) Any authority that have the right to request data and where we must comply with by law.

We DO NOT sell your data to other organisations.

#### **D) USING YOUR DATA**

We will process (collect, store and use) the information you provide in a manner compatible with the EU's General Data Protection Regulation (GDPR). We will endeavor to keep your information accurate and up to date, and not keep it for longer than is necessary. ASM Auto Recycling Limited is required to retain information in accordance with the law, such as information needed for income tax and audit purposes. How long certain kinds of personal data should be kept may also be governed by specific business sector requirements and agreed practices. Personal data may be held in addition to these periods depending on individual business needs.

#### **E) DELETING MY DATA**

Your data can be deleted at any time. You can also tell us to stop emailing you by emailing [admin@asm-autos.co.uk](mailto:admin@asm-autos.co.uk) and state that you wish to modify or delete the information we hold about you.

#### **F) REQUESTING MY DATA**

ASM Auto Recycling Limited, at your request, can confirm what information we hold about you and how it is processed by submitting a Data Subject Access Request. If ASM Auto Recycling Limited does hold personal data about you, you can request the following information by emailing [admin@asm-autos.co.uk](mailto:admin@asm-autos.co.uk) :-



- Contact details of the GDPR Owner.
- The purpose of the processing as well as the legal basis for processing.
- If the processing is based on the legitimate interests of ASM Auto Recycling Limited or a third party, information about those interests.
- The categories of personal data collected, stored and processed.
- Recipient(s) or categories of recipients that the data is or may be disclosed to.
- If we intend to transfer the personal data to a third country or international organisation, information about how we ensure this is done securely. The EU has approved sending personal data to some countries because they meet a minimum standard of data protection. In other cases, we will ensure there are specific measures in place to secure your information.
- How long the data will be stored.
- Details of your rights to correct, erase, restrict or object to such processing.
- Information about your right to withdraw consent at any time.
- How to lodge a complaint with the supervisory authority.
- Whether the provision of personal data is a statutory or contractual requirement or a requirement necessary to enter into a contract, as well as whether you are obliged to provide the personal data and the possible consequences of failing to provide such data.
- The source of personal data if it wasn't collected directly from you.

Any details and information of automated decision-making, such as profiling, and any meaningful information about the logic involved, as well as the significance and expected consequences of such processing.

ASM Auto Recycling Limited will accept any two forms of ID when information on your personal data is requested from you – including passport, driving licence, birth certificate, utility bill (from last 3 months) or bank statement (from the last 3 months).

## **G) CONTACTING YOU**

Our aim is not to be intrusive, and we undertake not to ask irrelevant or unnecessary questions. Moreover, the information that you provide will be subject to rigorous measures and procedures to minimize the risk of unauthorized access or disclosure. We may need to contact you in relation to the fulfillment of your order.

## **H) MONITORING OR RECORDING OF CALLS**

It is general practice for ASM to monitor and record all calls for staff training, quality of service and to retain evidence of a particular transaction.



## I) SOCIAL MEDIA

If you send us a private or direct message via social media the message will be stored within our password protected account. It will not be shared with any other organisations.

## J) ASM WEBSITE

When you visit our website, our web server automatically records some general information about your visit, but does not recognise or record any individual information about you. We cannot identify you personally unless you give us personal information voluntarily. In addition to any information you submit to us, whether online or by post, for system administration and to understand your browsing actions we may collect:

- a) Your Internet Protocol (IP) address.
- b) The date and time.
- c) The pages accessed and documents downloaded.
- d) The previous site visited.
- e) The type of browser used.

## K) COOKIES

Cookies are alpha-numeric identifiers which enable our systems to recognise your browser in order that we can provide you with easy use of the various services available on the website. By continuing to browse the site, you are agreeing to our use of cookies.

Like many websites we use cookies because they allow you to take full advantage of the interactive elements of the website, and you'll need to have cookies enabled to place an order. Some of the cookies that we use are essential for the operation of the website. Cookies are usually enabled in most browsers by default.

### Which cookies will be set by using this website?

- **Google Analytics**

Our website uses Google Analytics. Your IP address is anonymised. Find out how Google uses information from sites or apps that use its services here: <https://www.google.com/policies/privacy/partners/>



- **Google Advertising**

If you clicked on a sponsored link from Google Search or Google Ads placed on another website to then arrive at our website, Google may continue to track your progress to provide us with anonymous information about your experience. This helps us to make improvements to our website for you. Find out how Google uses information from sites or apps that use its services here: <https://www.google.com/policies/privacy/partners/>

- **Facebook Advertising**

If you clicked on a 'sponsored' post from Facebook which directed you to our website, Facebook may continue to track your progress on our website to provide us with anonymous information about your experience. This helps us to make improvements to our website for you. Follow this link to learn more about Facebook's Data Policy: <https://www.facebook.com/privacy/explanation>

- **Tawk.to web chat**

Our website utilises a live chat service by Tawk.to which enables text chat in real time with our sales team. Cookies are used to remember information you choose to enter into the pre-chat form, such as you name, email and vehicle reg, to identify you and your chat history. Your IP address is anonymised. Follow this link to learn more about Tawk.to's Privacy Policy: <https://www.tawk.to/privacy-policy/>

## Can I block cookies?

In its default set-up your web browser will accept all cookies. Privacy can be improved without compromising functionality by blocking third-party cookies. You can set your web browser to disallow cookies from this website too, but it may affect its operation now or if we introduce new features in the future. We hope that you will continue to allow cookies to help us improve the experience our website delivers.

Managing cookies in:

- **Chrome:** <https://support.google.com/chrome/answer/95647?hl=en>
- **Firefox:** <https://support.mozilla.org/en-US/kb/cookies-information-websites-store-on-your-computer>
- **Internet Explorer:** <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies>
- **Edge:** <https://support.microsoft.com/en-us/help/4468242/microsoft-edge-browsing-data-and-privacy>
- **Opera:** <https://help.opera.com/en/latest/web-preferences/#cookies>
- **Safari:** <https://help.apple.com/safari/mac/9.0/#/sfri11471>

You can learn more about cookies at [https://en.wikipedia.org/wiki/HTTP\\_cookie](https://en.wikipedia.org/wiki/HTTP_cookie)



## L) PAYMENT SECURITY

Our payment services are provided by Sage Pay for auction vehicles and PayPal for car parts. When you enter your payment details on our website you are actually providing them direct to Sage Pay/PayPal and ASM Auto Recycling Limited *never* has access to your card number. This ensures the highest level of payment security for you.

All online ASM transactions involving card payments are protected for your security using SSL encryption. This means that the information you enter into your browser is scrambled before being sent over the internet and it will be useless to anyone intercepting it. You can check that you are shopping in a secure environment by looking for the padlock icon in your internet browser. In addition, website pages protected using SSL (Secure Socket Layer) encryption always begin with "https" rather than "http". Check this in the address bar near the top of your screen.

## M) MAKING A COMPLAINT

If you think your data rights have been breached you are able to raise a complaint with the Information Commissioner (ICO). You can contact the ICO at Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF or by telephone on 0303 123 1113 (local rate) or 01625 545 745.

