

Privacy Policy

1. Introduction

- 1.1 At LMC Tyre & Rubber we are committed to protecting and respecting your privacy, whilst striving to provide the very best user experience. We work very hard to keep your information safe. We follow strict security procedures on how personal information is stored and used and who sees it to help stop any unauthorised person getting hold of it.
- 1.2 This Privacy Policy (and any other documents referred to in it) sets out the basis on which we will process and use any personal information that we collect from you, that you provide to us, or that we collect from third parties. Please read this Privacy Policy carefully to understand our practices regarding your personal information and how we will treat it.

This Privacy Policy applies to most people whose data we store, including clients, visitors to our websites, potential clients, suppliers and contractors. We have a separate policy for employees and candidates for employment.

2. Identity and Contact Details

- 2.1 We have a legal duty to protect personal information that we collect under the Data Protection Act 1998, (the "DPA") and the General Data Protection Regulation (EU) 2016/679, (the "GDPR").
- 2.2 For the purpose of the DPA and GDPR, we are the data controller and are located at LMC Tyre & Rubber Ltd, 4th Floor Clarendon House, 52 Cornmarket Street, Oxford OX1 3HJ, United Kingdom
- Tel: +44 (0) 1865 791737
- E-mail: datacontroller@lmc.co.uk

3. Personal Information We Collect from You

- 3.1 We may collect and use various types of personal information about visitors to our websites and customers. Details of this information are set out below:
- (a) If you create an Account, we will collect and use your e-mail address and password to administer this.
 - (b) We will collect and use certain technical information about you and your visit when you visit our Website.
 - (c) We may collect details of your marketing preferences and whether or not you want to receive certain marketing messages (e.g. marketing e-mails) from us.
 - (d) We may collect and use certain other personal information when we correspond with you (whether by telephone, e-mail or otherwise) including information about your subscription and your preferences.

4. Lawful Bases for Processing

There are a number of different reasons why we may legally collect and process your personal data. These include:

- 4.1 **Consent**
- We will collect and process your data when we receive your consent by you providing your information via our website or at business conferences. We will ensure that we let you know why we are collecting this data when doing so.
- 4.2 **Legal Obligations**

We will collect all necessary data to ensure that we are compliant with our legal obligations.

4.3 Contractual Necessity

We will collect your data if it is required in order for us to meet our contractual obligations.

4.4 Legitimate interests

We collect and use Website Visitors and Customers' personal information on the basis that this is necessary in promoting and selling our services. You have the right to object to us processing this data at any time and our right to process data is not overridden by your interests, fundamental rights and freedom.

5. How We Use Personal Information

5.1 We collect and use personal information about our website visitors and customers for the following purposes:

- (a) Responding to messages from and corresponding with you and recording any communications
- (b) Providing the services and information that you ask us for and performing our obligations under any contracts that we enter into with you
- (c) Sending you marketing materials if you have agreed to receive these (these can be unsubscribed from at any time using links provided in the e-mails)
- (d) Providing you with marketing information about our services that we feel may interest you
- (e) Using certain technical information for site management and security purposes (this is outlined in more detail in the cookie policy)
- (f) Recording both in-bound and out-bound telephone calls to ensure quality of service and for training purposes
- (g) Identifying you when you log into your account
- (h) Providing information about changes to our services
- (i) Improving our Website and ensuring that content is presented effectively
- (j) Managing our Website and ensuring that it is safe and secure (automatically collected technical information about visits to our Website is used for these purposes)
- (k) Administering our Website and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes
- (l) Allowing you to participate in interactive features of our services
- (m) Measuring or understanding the effectiveness of advertising

5.2 We use your information to provide information you have asked for, to enter into contracts with you (if applicable), and to provide you with a good experience of our Website. Without this information, we may be unable to correspond with you, send you e-mail newsletters, provide you with information and/or services that you have requested, or enter into contracts with you.

6. How We Share Personal Information

6.1 In addition to the parties mentioned above, we also share our Website Visitors and customers' personal information, as necessary, with the following third parties:

- (a) Any member of our group, which includes our subsidiaries
- (b) Selected third parties, such as business partners and service providers to perform contracts we enter into with either them or you or to provide our services

- (c) Prospective buyers of our business or assets, which may include your personal information

6.2 We do not share Website Visitors and Customers' personal information with third parties for the purposes of sending them marketing information.

7. Where We Transfer and Store Personal Information

7.1 The personal information that we collect from our website visitors and customers will be transferred to, and stored at, destinations outside the European Economic Area, (the "EEA"). To safeguard your personal information and to make sure that it is properly protected we have put in place contractual safeguards.

8. Retention of Personal Information

8.1 We will keep your personal information for as long as required by law or in order to meet contractual obligations. This information is available on request.

Your Rights in Your Personal Information

8.2 You have certain rights in respect of the personal information that we hold about you. Details of these rights are set out below. To exercise any of these rights, please contact us.

8.3 We will process all personal data in line with your rights, in each case to the extent required by and in accordance with applicable law only (including in accordance with any applicable time limits and any requirements regarding fees and charges). We will respect your personal information rights in respect of:

- (a) Access

We will confirm to you whether or not we are processing and using personal information about you, at your request and, if so, provide you with access to and a copy of such personal information and the other details to which you are entitled.

- (b) Rectification

We will correct any inaccurate personal data and complete any incomplete personal data (including by providing a supplementary statement) that we hold about you.

- (c) Prevention of processing likely to cause damage or distress

We will respect your rights under the DPA to require us to cease or not to begin processing your personal information for a specific purpose, or in a specific way, that is likely to cause you or any third parties unwarranted damage or distress.

- (d) Erasure

We will erase your personal information at your request without undue delay.

- (e) Restriction

We will restrict the processing of your personal information in certain circumstances, if you ask us to do so.

- (f) Data portability

We will provide you or third parties on your behalf with a copy of any personal information that we hold about you which you have provided to us in a structured, commonly used and machine readable format.

- (g) Objection (including objection to direct marketing)

We will respect your general rights to object to the processing of your personal information in certain circumstances, including for direct marketing purposes. We will usually inform you (before collecting your information) if we intend to use your information for such purposes or if we intend to disclose your information to any third party for such purposes.

- (h) Automated decisions and profiling

We will not make decisions based on automated processing, including profiling.

9. Cookies

9.1 What are cookies?

Cookies are small text files that are stored by the browser you use on your computer or mobile device when you visit a website. All websites use cookies, primarily to:

- (a) Allow a website to work more efficiently
- (b) Make the site easier to navigate by remembering information you've entered

Cookies set by the website owner are called 'first party cookies'. Cookies that have been set by parties other than the website owner are called 'third party cookies'.

9.2 Why do we use them?

We use cookies to improve your website experience and to tailor it to your needs.

We only use cookies to ensure our website functions and for statistical analysis. We do not collect information on individuals on our site.

9.3 What you need to know about the types of cookies that we use

Necessary – these cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies and therefore cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the site will not then work. These cookies do not store any personally identifiable information.

Statistics – these cookies allow us to count visits and traffic sources and improve performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when you have visited our site and will not be able to monitor its performance. Statistical/performance cookies do not collect personal data.

9.4 Google Analytics

Our website uses Google Analytics Premium, a web analytics service provided by Google Ireland Limited ('Google'). Google Analytics terms of service can be found here:

www.google.com/analytics/terms/us.html

9.5 Hotjar

Our website also uses Hotjar. Hotjar helps us to improve our users experience on the website. Their terms of service can be found here:

<https://www.hotjar.com/legal/policies/terms-of-service>

9.6 How you can control cookies

You have the right to decide whether to accept or reject cookies. If you do not want to accept cookies you can change your browser settings. However, if you do this, please be aware that you may lose some functionality of the website. Each browser is different so please check the Help menu of your own browser to find out more about how to change your cookie preferences.

You can control individual cookies on your browser at the [Network Advertising Initiative's website](#) or at [Your Ad Choices website](#)

For more information about cookies and how to disable them, please visit the [Information Commissioner's webpage](#) about cookies. You can also read more about cookies at www.aboutcookies.org

Please note that we cannot be responsible for external websites' content.

10. Changes to Our Privacy Policy

- 10.1 We reserve the right to modify this Privacy Policy from time to time. Any changes we make in the future will be posted on this website. You should check back frequently to see any updates or changes to our Privacy Policy.

11. Contact and Complaints

- 11.1 Questions, concerns, comments, requests or complaints regarding this Privacy Policy, our Website and/or our use of your personal information should be addressed to datacontroller@lmc.co.uk.
- 11.2 If you have any complaints regarding this Privacy Policy, you may also contact the UK Information Commissioner at telephone number 0303 123 1113 or <https://ico.org.uk/>.