



# HUNKY DORY MOTORHOMES



## Data Protection and Privacy Policy

### Our Commitment

Hunky Dory Motorhomes ('We') are committed to protecting your privacy. This privacy statement applies to the website [www.hunkydorymotorhomes.co.uk](http://www.hunkydorymotorhomes.co.uk), any written correspondence and in-person data acquisition.

This Privacy Policy, and our commitment to our customers, relates to the use of any personal information and data you provide to us through the Hunky Dory Motorhomes website, written correspondence (including email) or in person.

By accepting the Privacy Policy and our Terms and Conditions when sending an enquiry or completing a booking, you expressly consent to our collection, storage, use and disclosure of your personal information as described in this Privacy Policy. This Privacy Policy is effective as of 1<sup>st</sup> January 2017.

### Data Protection Law

The Data Protection Act 1998 describes how organisations must collect, handle and store personal information. These rules apply regardless of whether data is stored electronically, on paper or on other materials.

To comply with the law, personal information must be collected and used fairly, stored safely and not disclosed unlawfully. Hunky Dory Motorhomes agree that all personal data collected will:

- ✓ Be processed fairly and lawfully
- ✓ Be obtained only for specific, lawful purposes
- ✓ Be adequate, relevant and not excessive
- ✓ Be accurate and kept up to date
- ✓ Not be held for any longer than necessary
- ✓ Processed in accordance with the rights of data subjects
- ✓ Be protected in appropriate ways
- ✓ Not be transferred outside the European Economic Area (EEA), unless that country or territory also ensures an adequate level of protection

## Our Collection of Your Data

Anyone can browse our website without revealing any personally identifiable data. However, should you wish to contact us, we will require you to provide some personal information. We will not collect any personal information about you, except where it is specifically and knowingly provided by you, for example when you request further rental information or complete a booking enquiry.

By providing personal information via our website, you are consenting to the transfer and storage of that information on our servers located in the UK.

You may provide us with certain information about a transaction and rental of our motorhome. When you are asked to provide personal information, you may decline. If you choose not to provide the information, you may not be able to use some of our services. The personal information that we may collect includes:

- Your name, contact information, driving licence number and expiry date, emergency contact information, occupation and date of birth
- Photographs that you submit of you and your driving licence, and proof of residential address
- Motorhome rental information, including the location of where you are travelling and dates of rental
- Financial information that may be necessary to facilitate the rental of our motorhome, such as credit / payment card details or bank account numbers
- Information that you disclose in any, feedback, correspondence through our website, and correspondence sent to us
- Other information from your interaction with our website, services, content and advertising, including computer and connection information, statistics on page views, traffic to and from the sites, ad data, IP address and standard web log information

## How We Use Your Information

The primary reason we collect your personal information is to complete the booking process for hiring our motorhome. By sending an enquiry through the website or social media accounts, you agree that we may use your personal information to:

- Contact you to pursue the hire of our motorhome
- Provide the services and support you request
- Complete the transactions that you request, such as reserving and renting our motorhome
- To verify a valid ID when submitting a photo of yourself and driving licence
- Prevent potentially prohibited or illegal activities, and enforce our Terms and Conditions
- Customise, measure and improve our services, conduct market research, provide marketing content and advertising
- Tell you about our services, target marketing, send you service updates, and promotional offers based on your communication preferences

Except where prohibited by law, we retain information that we collect for commercially reasonable periods of time or in accordance with specific policies. Information collected for a specified purpose will only be used for that purpose and, after a reasonable period, will no longer be actively stored when that purpose has been fulfilled. Inactive data may, however, continue to be used for statistical, marketing, archiving and other analytical purposes.

## **Our Disclosure of Your Information**

We may disclose personal information to respond to legal requirements, enforce our policies, or protect anyone's rights and safety.

We may also share your personal information with our insurance providers and any relevant bodies pertaining to the hire of our motorhome.

We may share your personal information with our service providers where necessary. We employ the services of a payment processor to fulfil payment for services purchased on the Site.

We post testimonials on our website obtained from customer feedback. These testimonials may include the name and city and state of the customer. We are not responsible for any personal information a customer chooses to include within their testimonial. We will obtain your consent via email prior to posting the testimonial. To request the removal of your testimonial, please contact us through one of the methods listed below in the Contacting Hunky Dory Motorhomes section.

## **Disclosure of Information for Legal Purposes**

Though we make every effort to preserve customer privacy, we may need to disclose personal information when required by law wherein we have a good-faith belief that such action is necessary to comply with a current judicial proceeding, a court order or legal process served on our website.

We reserve the right to disclose information to our service providers and to law enforcement or government agencies where a formal request such as in response to a court order, subpoena or judicial proceeding is made. Where we believe in good faith that disclosure of information is necessary to prevent imminent physical or financial harm, or loss, or in protecting against illegal activity, we reserve to disclose information.

## **Our Marketing Communications**

We do not sell or rent your personal information to third parties for their marketing purposes. You will receive marketing communications from us throughout the duration of your relationship with Hunky Dory Motorhomes. If you do not wish to receive marketing communications from us you may unsubscribe via email or by following instructions included within a communication or advertisement that always contain an unsubscribe link.

Please note that we reserve the right to send customers notification and administrative emails where necessary which are considered a part of the service. Given that these messages are not promotional in nature, you may not be able to opt-out of receiving them.

## **Spam or Malicious Messaging**

Please set your email preferences so we communicate with you, as you prefer. If you believe you are receiving spam emails from Hunky Dory Motorhomes, please contact us via email or post as directed in the Contacting Hunky Dory Motorhomes section.

We automatically scan and may manually filter messages received to check for spam, viruses, phishing attacks and other malicious activity or illegal or prohibited content. We may also store these messages for back up purposes only.

## **How to Access Your Information**

You can view and amend any personal information we store at any time by submitting an email request. You must promptly inform us should your personal information change or is inaccurate prior to your booking or throughout the duration of the booking.

We do retain personal information from previous rentals to comply with law, prevent fraud, collect any fees owed, resolve disputes, troubleshoot problems, assist with any investigations, enforce our Terms and Conditions, and take other actions otherwise permitted by law.

## **Data Security and Integrity**

The security of the information that you provide is very important to us and we try to provide secure transmission of your information. We treat data as an asset that must be protected and use a variety of tools (SSL encryption, passwords, physical security, etc.) to protect your personal information against unauthorized access and disclosure. Unfortunately, no data transmission over the Internet can be guaranteed to be absolutely secure. As a result, while we strive to protect your personal information, we cannot guarantee the security of any information transmitted over the Internet.

Once we receive your information, we take steps that we believe are reasonably appropriate to protect its security, both internally and from outsiders, from loss, misuse, unauthorised access, disclosure, alteration and destruction, and to ensure the integrity of the data we collect. We use a combination of technological, physical, administrative and policy methods as well as organisational controls and non-disclosure or confidentiality agreements that we deem appropriate to protect this data.

## **Third Parties**

Except as otherwise expressly included in this Privacy Policy, this document addresses only the use and disclosure of information we collect from you. If you disclose your information to others, different

rules may apply to their use or disclosure of the information you disclose to them. Hunky Dory Motorhomes does not control the privacy policies of third parties, and you are subject to the privacy policies of those third parties where applicable. We encourage you to ask questions before you disclose your personal information to others.

## **Linked Websites**

Our website and social profiles may contain links to other websites, which may have privacy policies that differ from our own. We are not responsible for the activities and practices that take place on these websites. Accordingly, we recommend that you review the privacy policy posted on any website that you may access through our website.

## **General**

We may amend this Privacy Policy at any time by posting the amended terms on our website. We encourage you to periodically review our website for the latest information on our privacy practices.

## **Contacting Hunky Dory Motorhomes**

You can contact us by email: [info@hunkydorymotorhomes.co.uk](mailto:info@hunkydorymotorhomes.co.uk) or in writing: Hunky Dory Motorhomes, Linden Lea, Bridle Lane, Slindon Common, Arundel, West Sussex BN18 0NA to ask questions you may have related to the Privacy Policy at any time.

Hunky Dory Motorhomes would like to thank you for taking the time to read our privacy policy which has been designed with our customers in mind but should you have any feedback or suggestions on how we can improve it then please do not hesitate to contact us.