

# PRIVACY POLICY

This Privacy Policy applies only to your use of Our Site. Our Site may contain links to other websites. Please note that we have no control over how your data is collected, stored, or used by other websites and we advise you to check the privacy policies of any such websites before providing any data to them.

What is personal data?

Personal data is defined by the General Data Protection Regulation (EU Regulation 2016/679) (the “GDPR”) and the Data Protection Act 2018 (collectively, “the Data Protection Legislation”) as ‘any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier’.

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

When does MAXXRAXX collect your data

We collect your data when you:

Make a purchase through our eCommerce site or over the phone

Contact us using email, our online chat tawkto or using the enquiry form

Sign up to our newsletter or if we have them through entering competitions on the website

What Information does MAXXRAXX collect and how is it used?

Name

Address

Phone Number

Email address

Vehicle make, model, Towbar type and nose weight rating

Subject to the following, we do not collect any personal data from you.

Our Site collects certain information automatically, including your IP address, the type of browser you are using, and certain other non-personal data about your computer or device such as your operating system type or version, and display resolution.

If you send us an email, we may collect your name, your email address, and any other information which you choose to give us. For the purposes of the Data Protection Legislation, We are the data controller responsible for such personal data.

The lawful basis under the Data Protection Legislation that allows us to use such information is article 6(1)(f) of the GDPR which allows us legitimate interests, in this case, the proper operation and functionality of Our Site. If you contact us as described above, you will be required to consent

to our use of your personal data to contact you. In this case, our lawful basis for using your personal data will be article 6(1)(a) of the GDPR, which allows us to use your personal data with your consent for a particular purpose or purposes.

Where we collect any personal data, it will be processed and stored securely, for no longer than is necessary in light of the reason(s) for which it was first collected.

As stated above, we do not generally collect any personal data directly from you, but in order to respond to questions or fulfil your requests or provide you with our e-newsletter, notifications of special offers or register you on our product guarantee scheme it may be necessary to ask for personal information such as your name, address, email address and telephone number. If you contact us and we obtain your personal details from your email, we may use them to respond to your email. The other technical data referred to above is necessary for the technical operation of Our Site and will not normally be used in any way to personally identify you.

We will comply with our obligations and safeguard your rights under the Data Protection Legislation at all times. For more details on security please contact us through [info@maxxraxx.co.uk](mailto:info@maxxraxx.co.uk) for this information.

We will not share any of your personal data with any third parties for any purposes other than storage on an email and/or web hosting server.

What we do with your information

We use data that has been supplied by you to us to;

Fulfil orders

Send updates regarding status of your enquiry or order

Deal with enquiries

Request feedback on our service or products

Email marketing (if you have given consent to receive marketing emails)

The consent stages

Your data protection rights

Under the Data Protection Legislation, you have the following rights, which we will always work to uphold:

- a) The right to be informed about our collection and use of your personal data. This Privacy Policy should tell you everything you need to know, but you can always contact us to find out more or to ask any questions by emailing [info@maxxraxx.co.uk](mailto:info@maxxraxx.co.uk).
- b) The right to access the personal data we hold about you through a “subject access request”. All requests should be made in writing and sent to the email [info@maxxraxx.co.uk](mailto:info@maxxraxx.co.uk) or to our postal address Unit 17, Ridgewood Industrial Park, Ridgewood, Uckfield, East Sussex TN22 5QE
- c) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. Please contact us using the details in b).

- d) The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we hold. Please contact us using the details in b).
- e) The right to restrict (i.e. prevent) the processing of your personal data.
- f) The right to object to us using your personal data for a particular purpose or purposes.
- g) The right to withdraw consent. This means that, if we are relying on your consent as the legal basis for using your personal data, you are free to withdraw that consent at any time.
- h) The right to data portability. This means that, if you have provided personal data to us directly, we are using it with your consent or for the performance of a contract, and that data is processed using automated means, you can ask us for a copy of that personal data to re-use with another service or business in many cases.
- i) Rights relating to automated decision-making and profiling. We do not use your personal data in this way.

For more information about our use of your personal data or exercising your rights as outlined above, Please contact us using the details in b).

It is important that your personal data is kept accurate and up to date. If any of the personal data we hold about you changes, please keep us informed as long as we have that data.

Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau.

If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office. We would welcome the opportunity to resolve your concerns ourselves, however, so please contact us first, using the details in b).

#### How and where we store your data

We only store your data in the UK. This means you are fully protected under the Data Protection Legislation of 2018 which incorporates the GDPR.

Any data that is provided during the purchase of a product on our ecommerce site or over the phone will be stored by our third party payment provider Paypal. In order to understand what data is held and where by them during the period required after the transaction please visit their website and read their Privacy Policy.

Personal data security is essential to us, and to protect personal data, we take the following measures:

- limiting access to your personal data to those employees, agents, contractors, and other third parties with a legitimate need to know and ensuring that they are subject to duties of confidentiality;
- procedures for dealing with data breaches (the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, your personal data) including notifying you and/or the Information Commissioner's Office where we are legally required to do so.

If any of your personal data is transferred to a third party, as described above, we will take steps to ensure that your personal data is handled safely, securely, and in accordance with your rights, our obligations, and the third party's obligations under the law.

If any personal data is transferred outside of the EEA, we will take suitable steps in order to ensure that your personal data is treated just as safely and securely as it would be within the UK and under the Data Protection Legislation.

#### Changes we may make to this Privacy Policy

We may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection.

Any changes will be immediately posted on Our Site and you will be deemed to have accepted the terms of the Privacy Policy on your first use of Our Site following the alterations. We recommend that you check this page regularly to keep up to date. This Privacy Policy was last updated in SEPTEMBER 2019.