



Teme Valley Tractors (Welshpool) Ltd & Teme Valley Tractors Ltd

Privacy Notice - May 2018

Updated 10/5/18

Within this policy Teme Valley Tractors (Welshpool) Ltd and Teme Valley Tractors will hereafter be referred to as 'Teme Valley Tractors'

1 Customer Privacy Statement

Teme Valley Tractors respects the privacy of its customers, its future customers and staff and aims to act consistently with the Data Protection Act 1998 and subsequent regulations such as the General Data Protection Regulations (GDPR) 2018.

2 The Key decision maker for Data Protection accountability and data compliance at Teme Valley Tractors (Welshpool) is **Martyn Hall, Director** and at Teme Valley Tractors Ltd is **Graham Probert, Director**.

3 Customer data

We take customer privacy and security very seriously. We will hold and transmit your information in a safe, confidential and secure environment.

3.1 What data is being collected and why?

- 3.1.1 Processing is necessary for the performance of a contract to which the customer is party; or in order to take steps at the request of the customer prior to entering into a **contract** and for **'legitimate interests'** of Teme Valley Tractors to enable us to provide sales and service.' Teme Valley Tractors collects customer personal information for many reasons. These include: opening and managing your account, purchasing machinery or parts on your behalf, to introduce you to finance companies at your request, for purchase of machinery where agreed with you, for machinery hire and loan agreements at your request, for applying for registration plates with DVLA or data tag registration with Datatag for machinery you are buying from us or selling to us, applying for an account or purchasing products with Air Products at your request, setting up warranties with manufacturers of machinery purchased by you through us or for contacting you in regard of machinery being repaired, warranty information or information on parts relating to your machinery and to keep you informed about related products, services and events.
- 3.1.2 In order to provide the services outlined in 3.1.1 we will collect your name, business name, address, phone number, mobile number, VAT number and e-mail address and where applicable bank details, farm type and insurance details.
- 3.1.3 In the process of managing your account we will collect information on all purchases, payments and money owing on your account.

3.2 How your data is being collected (and who by)?

- 3.2.1 Your data will be collected when you complete an account application form, or by our staff on your behalf when you ask us to open an account on your behalf.

- 3.2.2 Your data may also be collected when you complete a marketing list sign up form at one of our events, or by you completing a signup form in the post, or, at your request by one of staff on your behalf when you ask us to complete a marketing list sign up form.
- 3.2.3 Your e mail address may also be collected when you sign up to our e-mailing list via the contact page on our website by ticking the opt-in box and sending us your e-mail on a 'contact us form'.
- 3.2.4 As a prospective customer enquiring about machinery via our website your name, e-mail and telephone number will be collected by you completing a 'contact us form.'
- 3.2.5 As a customer applying to hire or borrow a vehicle you will complete a form relating to the hire or loan agreement.
- 3.2.6 For information on the use of cookies on our website visit our Cookie Policy [here](#). (Available from the link at the footer on our website)
- 3.2.7 Customer phone numbers are stored on staff mobile telephones.
- 3.3.8 For telephone card payments customer card details are noted by staff at the time of a telephone call to make the payment or refund transaction and destroyed in a timely manner after the transaction has been processed.
- 3.2.9 Telephone enquiries are noted on telephone message forms and in staff telephone day books.
- 3.2.10 Data is also collected from you when you interact on our social media or communicate with us via social media.
- 3.2.11 If you visit our website your IP address will be collected by cookies and stored by VisualCode on our server to enable website debugging and also by Google to enable Google analytics. Individuals are not identifiable by cookies. Information about your computer about your geographical location, referral source, length of visit and page views may also be collected this way.

3.3 How will your data be used?

- 3.3.1 If you have opened an account with us we will use your data for the reasons outlined in 3.1.1 above.
- 3.3.2 If you have consented to e-mail marketing by signing up (see 3.2.2 & 3.2.3) we will send you bi-monthly e newsletters and stocklists via MailChimp with information on our products, services, events and special offers that relate to our core business.
- 3.3.3 If you sign up to our e marketing list (see 3.2.2 & 3.2.3) we will use MailChimp to analyse which aspects of our newsletters are most popular and relevant to our customers to enable us to deliver relevant content and advertisements to you and to measure the effectiveness of our campaigns. MailChimp operates from the US and is fully compliant with GDPR guidelines

3.4 Who we will share your data with?

- 3.4.1 At your request when relevant Teme Valley Tractors will act as the introducer to introduce you to finance companies e.g. [CNH finance](#) where a finance agreement is required to make a

- purchase. You will share your data directly with the finance company who will complete a finance agreement form with you.
- 3.4.2 Where relevant to purchase or sale of machinery with a registration number we will share your data with [DVLA](#) and with [Datatag Ltd](#). We will notify you when doing this in relation to purchase.
- 3.4.3 Where relevant we will share your data with the [manufacturer*](#) of the machine you are purchasing to activate a warranty for you at the time of purchase or sale. A full list of manufacturers that we work with is available [here](#) or via the link from the Privacy statement on our website.
- 3.4.4 Where relevant will share your data with trusted affiliate dealers if our sales team buys or sells some machinery from or to them on your behalf. A list of trusted [affiliate dealers and partners**](#) can be found [here](#) or via the link from the Privacy statement on our website.
- 3.4.5 From time to time we may be contacted by other businesses for a credit reference if you are opening an account with them. In these circumstances we will share information on the level of credit you have with us and on your payment history of arrears in general terms when they supply us with a copy of a signed credit reference request completed by you. When you apply for an account with us we supply a copy of your signed account application naming your credit references
- 3.4.6 Where relevant to your purchase or sale or other reasons outlined in 3.1 we may share information 3.1.2 with [our sister company \[Teme Valley Tractors Ltd or Teme Valley Tractors \(Welshpool\) Ltd\]](#) should an appropriate item of machinery or part be in their stock or involves them in another way.
- 3.4.7 Where relevant to your request to open an account or your purchase of gas we will share your information with [AirProducts](#).
- 3.4.8** Where you are making a payment (See 3.3.7) we will share your card details with [Global Payments](#) for the card machine processing.
- 3.4.9 Where relevant for accounting purposes your data may be shared with [Bowdler & Co](#) our [Accountants](#) and the [Financial Conduct Authority](#)
- 3.4.10 Customer account information is stored on our [GOLD](#) accounts system and may be shared via a secure network for IT support issues with [Ibcos Computers Ltd](#)

3.5 What will be the effect on you of us using your data?

- 3.5.1 We aim to manage your account effectively to provide you with a good service and to provide you with information that is relevant, useful or legally necessary. We undertake to hold your information securely. We intend to hold account information for as long as you continue to trade with us, or if your account becomes dormant to delete your information after 8 years of inactivity or before if instructed by you to do so. (Account information must be stored for a minimum of 6 years)
- 3.5.2 If you have opted in to our e marketing lists or if you receive e newsletters as part of our legitimate interests we offer you the option to unsubscribe at the bottom of every e newsletter. Mailchimp also automatically deletes e mails from our subscriber list that have opted out or that 'hard bounce'.
- 3.5.3 If you have requested information on a piece of machinery via the contact page on our website we will hold your e-mail for as long as it is relevant to your enquiry.
- 3.5.4 If you have made an enquiry directly via e mail we will cleanse our e mail inboxes on an annual basis.
- 3.5.5 If you made an enquiry by telephone we will hold your data for as long as it is relevant to your enquiry.
- 3.5.6 If your mobile number is stored on a company mobile phone it will be stored until the phone is upgraded when the phones memory will be wiped.

- 3.5.7 We do not anticipate any use of your data that is likely to cause objection, but you have a right to complain to the ICO if you think there is a problem with the way we are handling your data.
- 3.5.8 You have the right to request a copy of the information that is stored about you and this will be provided within one month of applying together with a statement of the legal basis for the information being stored.
- 3.5.9 You have a right to be forgotten and your details will be deleted within the timescales detailed in this notice.

3.6 Our lawful basis for processing your data

- 3.6.1 If you have signed up for an account (See 3.1.1 & 3.2.1) we are processing and holding your data for the lawful basis of **'legitimate interests'** and/or for the lawful basis of **'contract'** as part of offering sales and service of agricultural products and parts.
- 3.6.2 If you have signed up as a prospective customer for our e-marketing list (see 3.2.3) we are processing and holding your data for the lawful basis of **'consent'**.

4 Breaches

In the event that we believe there is a serious breach to our systems or data we will inform the Commissioner's Office within 72 hours and will inform the affected customers as soon as practically possible there afterwards.

***These are companies that we share data with for the purpose of activating a guarantee or warranty:**

Alo, Amazone, Albutt, Astwell Augers Ltd, AW Engineering, Bomford, Browns, Bema, Buckler Boots, G T Bunning & Sons Ltd, Cavan Agri, Chilton, Cherry Products, Ehrle, Fenco, Hardi Ltd, Hall Engineering (2008) Ltd, Hi Spec, Husqvarna, Harry West, Joskin, K Two, Karcher Products, Kidd, Kongskilde UK Ltd, Kuhn, Linkages Direct, Lynx, McConnel, McHale, Major, Mccauley, New Holland UK Ltd, Opico (UK) Ltd, Patchwork, Portequip, Quantock, Spearhead Machinery Ltd, Stocks, Strimech, Tanco, Teagle, Tracker Network (UK) Ltd, Tramsread, Twose, Wrag, Weidemann, Wallter Watson, Wessex, **(Correct at the time of publication)**

****These are trusted affiliate dealers and partners who we may share your data with for the specific purpose of a sale or purchase or warranty on your behalf:** T Alun Jones Ltd, JE Lawrence Ltd, GWILI JONES & SONS, J G Plant Ltd, MALPAS TRACTORS, Murley Agricultural Supplies Ltd, C&O TRACTORS LTD, PLATTS HARRIS, ROBERT DAVIES MACHINERY, Severn Farm Machinery Ltd, T H White. **(Correct at the time of publication)**

Teme Valley Tractors reserve the right to keep this policy under review and up update it as necessary.