

PRIVACY AND COOKIES POLICY

Effective Date:

1. Who are we?

- 1.1 We are Used Car Sites Limited. We own and operate this site. Our contact details are on our site. Please contact us if you have any questions or feedback about this policy. We'd be delighted to help.
- 1.2 We are registered with the Information Commissioner's Register of Data Controllers under number Z8002743.

2. What's the point of this policy?

- 2.1 This policy tells you how we deal with your "personal data". (This is the technical term for information about any identified or identifiable living person). Please read on to find out what kinds of personal data we collect, how we use and protect it, to whom we disclose it and how you can access and rectify it. Note that some of the information below applies only on certain of our sites and may not be relevant to the site you are visiting.
- 2.2 Please do not use our site unless you are completely happy with this policy. If you do use our site, we'll assume that you do accept it.

3. Might the policy change?

- 3.1 It may well do and so you should check it whenever you visit our site. We'll assume you agree to the revised policy if you use the site after the effective date shown at the top of the policy.

4. What personal or other data do we collect?

- 4.1 We collect and store the information which you give us via forms on our site - such as your postcode plus vehicle data when conducting vehicle searches on our website and your name / telephone, email / postcode when you complete an email enquiry form - or when communicating with us by email or in some other way.
- 4.2 If applicable: When you make a call to a vehicle dealer using one of the phone numbers on our site, we are provided with a log from our telephone provider showing details of the call including number, date / time and length of call. We will also make a recording of the call and so have access to any personal data conveyed to the dealer on the call such as payment details. See below as to how we use the recordings.
- 4.3 If applicable: When you communicate with a vehicle dealer via live chat (whether text or audio) initiated through our website, the third party provider of that facility collects statistics concerning the conversation as well as a recording or copy of the conversation. The third party provides both us and the dealer with access to that information. See below as to how we use the information. Please contact the provider for more information about its privacy practices.

- 4.4 We may receive and store certain information automatically when you interact with us. Examples include the internet protocol (IP) address used to connect your computer to the internet, connection information such as browser type and version, information about your mobile or other device including device-type and device identifier, operating system and platform, a unique reference number linked to the data you enter on our system, login details, the full URL clickstream to, through and from our site (including date and time), cookie number, data, details of your activity on our website with date / time stamps including the pages you visited, searches you made and services you used.

5. How do we use your personal data?

- 5.1 We use your personal data to provide our service, including transmission of service-related messages.
- 5.2 We use your personal data to help us communicate with you effectively should you try to contact us via our site including verification of any claims you may make.
- 5.3 We may contact you by email or telephone after you make an enquiry for customer care purposes in order to obtain your feedback as to the level of service provided by the dealer concerned. Please tell us if you would rather not receive these communications.
- 5.4 If you have agreed on our site, we may use your personal data to send you emails (or other communications) with details of our or third party goods or services which may be of interest to you including information about special offers or promotions.
- 5.5 We may use your personal data to track anonymised traffic and usage patterns, to prevent or detect fraud or abuses or to help us improve our site.
- 5.6 We may use logs and recordings of calls made via telephone numbers shown on our website (including listening to call recordings) to monitor telephone traffic to our site and correct usage of telephone numbers, to review the quality of dealer telephone call handling and to assist dealers with customer service training. We will delete call recordings within 12 months.
- 5.7 We may use logs and copies / recordings of live chat conversations initiated through our site to monitor live chat activity via our site, to review the quality of dealer live chat handling and to assist dealers with customer service training.
- 5.8 We retain personal data in order to comply with legal obligations, enforce our terms and conditions, prevent fraud, resolve disputes, troubleshoot problems, assist with any investigations and take other actions as permitted by law.
- 5.9 We may access, remove, alter or store or otherwise use any personal data if we have reason to believe that it breaches our terms and conditions, or that such steps are necessary to protect us or others, or that a criminal act has been committed, or if we are required to do so by law or appropriate authority.

6. What about cookies?

- 6.1 We and/or third parties use cookies and other tracking technologies on our website. A cookie is an identifier (a small file of letters and numbers) that is sent to your computer. Our website's functionality will be limited if you configure your browser to reject cookies.
- 6.2 Cookies are widely used to make websites work, or work more efficiently, as well as to provide information to the website owner or others. Session cookies are temporary cookies that remain in the cookie file of your browser only until your browser is closed. They allow websites to link your actions during a browser session. Persistent cookies stay in the cookie file of your browser for longer (though how long will depend on the lifetime of the specific cookie). For further information on cookies, including how to use your browser to block them and how to delete cookies already stored on your device, visit: www.allaboutcookies.org.
- 6.3 We use cookies for the following purposes:
- a) **Cookies to remember you and your search preferences:** We use a range of session and persistent cookies (up to 180 days) in order to remember certain information during your session as well as to store some of your search preferences (e.g., price, vehicle type, postcode, comparison) for your convenience should you return to the site.
 - b) **Google cookies:** Persistent cookies (up to four years we believe) are set in connection with the following Google services on our site and these cookies may involve certain non-personally identifying information being sent to Google:
 - i) **Google Analytics ("GA"):** We use cookies to recognise and count the number of website visitors as well as providing other information about the visit such as duration, route through the website and what sites the visitor came from. This information helps us to improve the way our website works, for example by making sure users find what they need easily.
 - ii) **Google advertising cookies (AdSense, Doubleclick):** Google uses cookies in connection with Google advertising on our website to serve ads to you based on your visits to this and other websites, to avoid showing you repeat ads and for various other purposes.
 - iii) **GA Advertising Features:** We may use the following GA Advertising Features: Remarketing with GA / Google Display Network Impression Reporting / GA Demographics and Interest Reporting / Integrated services that require GA to collect data via advertising cookies and anonymous identifiers. These features involve GA collecting data via Google or other advertising cookies including for display of ads which may be of interest based on your visits to this and other sites. You can specifically opt out of GA [here](#). See below for other opt out routes.
- More information and opt out:** Click [here](#) for Google's privacy policy and [here](#) for more information about the kinds of cookies placed by Google. Click [here](#) for information about how Google uses data from its partners' sites or apps as well as how to opt out of Google cookies.

- c) **Addthis cookies:** Our website may include third party persistent cookies (up to 2 years) set by a third party Addthis in connection with the Addthis button designed to enable sharing via social media (Facebook, Twitter etc). AddThis requires us to tell you the following: *"We allow third-party companies, including AddThis, to collect certain anonymous information when you visit our website. These companies may use non-personally identifiable information during your visits to this and other websites in order to provide advertisements about goods and services likely to be of greater interest to you. These companies typically use a cookie or a third party web beacon to collect this information. To learn more about this behavioral advertising practice, you can visit www.networkadvertising.org."* Click [here](#) for more information about AddThis privacy practices. Click [here](#) to prevent AddThis from collecting any information about you for online behavioural advertising.
- d) **Third party advertising cookies:** As do many other sites, we may use third party advertisers and/or internet advertising companies working for them to fill ad space on our site (or may do so in future). These third parties may use persistent cookies and other similar technologies (known as action tags, single pixel gifs and web beacons) to assess information about your visits to this and other sites. This is so they can track the effectiveness of their campaigns (including whether these ads are clicked on or viewed by users and later purchases by such users), avoid showing you the same ad repeatedly and display ads on this and other sites tailored to your preferences. We do not have any access to or control over these third party technologies and they are not covered by this policy. If you would like more information about these practices and to know your choices about not having this information used by certain of these companies, please visit www.youronlinechoices.com and www.networkadvertising.org/choices. Please contact the third parties directly for more information about their privacy practices.
- e) **Cookie warning cookie:** This cookie takes note of whether you are happy to accept cookies on this website based on your response to the message which appeared when you first visited the site. This persistent cookie will remember your preference for up to 180 days.
- 6.4 By continuing to use our site, having seen our cookie notice, we assume that you consent to use of the cookies outlined above.

7. How do we protect personal data?

- 7.1 Security is a high priority. We take appropriate precautions to protect personal data.
- 7.2 Email and other electronic communications are not secure if they have not been encrypted. Your communications will pass through servers in a number of countries before they reach us. So we do not accept responsibility for any unauthorised access to or loss of personal data that stems from a cause beyond our control. Nor can we be held responsible for the actions or omissions of other users or third parties who may misuse your personal data which they collect from the site.

8. With whom do we share personal data?

- 8.1 We may allow access to your personal data by third parties who supply us with a service - for the purpose of their service only and in accordance with our instructions. Examples include website hosts and businesses which assist us in undertaking communications or monitoring our site.
- 8.2 The contact details and other information you supply in enquiry / request forms on our website are transmitted to the relevant vehicle dealer. We require that dealers use such data only in accordance with applicable data protection laws and regulations.
- 8.3 We may supply our vehicle dealers with the log showing details of calls made to those dealers through use of the relevant telephone numbers shown on our website. We will ordinarily disclose only part of the telephone number from which the call was made. We may also supply the dealer with access to recordings of those telephone calls. The purpose of our collection and disclosure to dealers of such telephone data (including the ability to listen to call recordings) is to enable our partners to monitor telephone traffic via our website, to review the quality of their telephone call handling and for customer service training. We will delete recordings (including termination of dealer access to those recordings) within 12 months.
- 8.4 If you have agreed on our site, we may provide your personal data to selected third parties so that they can send you emails (or other communications) with details of goods or services which may be of interest to you including information about special offers or promotions.
- 8.5 We may supply your email address or other details to Google for its "Customer Match" and/or to Facebook for "Custom Audiences", so that when using Google / Facebook services you may be shown ads based on your visit to our website. You can opt out of such ads on both Google (via your Google Ads settings) and Facebook (via any Facebook ad - see [here](#)).
- 8.6 We may disclose personal data so far as reasonably necessary:
- a) if we have reason to believe that it breaches our terms and conditions, or that such steps are necessary to protect us or others, or that a criminal act has been committed, or if we are required to do so by law or appropriate authority; or
 - b) in the case of an actual or proposed (including negotiations for a) sale or merger or business combination involving all or the relevant part of our business.
- 8.7 We may share your information with any other companies within our group for the purposes stated in this privacy policy.
- 8.8 We may store or transfer personal data outside the European Economic Area for the purposes stated in this policy.
- 8.9 If you use any third-party provided services mentioned on our site, such as AA Cars History Check, AA Breakdown Cover, AA Warranty, AA Vehicle Inspection or vehicle finance, then your details will be provided to the provider of the relevant service. Their

use of your data is not covered by this policy. You should check their privacy policies or contact them direct if you require more information. The contact details for the AA (Automobile Association Insurance Services Limited - company number 02414212) are included in our [Customer Terms and Conditions](http://www.theaa.com/terms-and-conditions) [http://www.theaa.com/terms-and-conditions]. You can find the AA's privacy policy here : <http://www.theaa.com/privacy-policy>

- 8.10 Similarly, if you disclose your information to other third parties, such as dealers listed on our site, different rules will apply to their use or disclosure of your information and you should contact those parties if you require more information.

9. How can you access and rectify personal data?

- 9.1 You have the right to request personal data that we hold about you, subject to us reserving the right to withhold such data to the extent permitted by law. We may charge an administration fee in line with data protection laws and we may also require appropriate evidence of identity. Note that you may be able to rectify certain of your personal data within your account on our service (if applicable).
- 9.2 For information about your rights under UK data protection laws, see the website of the [UK Information Commissioner](#).