

Redline Trackdays Limited Privacy Policy

You need to know how we store, protect and use the information you give us now and in the future.

This privacy policy is about how we use and protect personal information about individuals, sole traders or partnerships.

We believe it's imperative to protect your privacy, so we're devoted to giving you a personal service that meets your needs, at the same time as protecting your privacy.

This policy clarifies how we'll gather information about you and then utilise it to give you an outstanding service. We will inform you of the security measures we take to protect your privacy, and explains the things that we won't do.

Your data must be processed by us using one of the valid legal bases defined by the Regulations. The two we use are;

Consent

In short this is where you consent to a specific organisation, to contact you by a communication channel or channels which you have agreed to, for specific reasons, which in the context of our processing will be for marketing purposes. When we ask for your consent for a specific organisation, we will do so by giving you the opportunity to tick a box online or answer a question on the phone.

You can of course withdraw your consent at any time and we will describe how later on in this policy.

Legitimate Interest

As a private client business we process personal data for the benefit of knowing our client. We require an appropriate legal basis to do this. In considering the most appropriate legal basis, Redline Trackdays Ltd. conducted Legitimate Interest Assessments. These are detailed evaluations of each type of data processing activity to ensure that we have balanced the need of the processing against the rights of the individual to ensure minimal privacy impact.

Your data will be processed in pursuance of legitimate interests. This includes using your data for postal and telephone marketing by ourselves or others but in either case communications will be in relation to products or services which we believe may be of interest to you based upon information which you have provided us. It also includes processing your data for ID protection and tracing purposes such as Credit Reference and Fraud Prevention. This is in relation to appropriate agencies which we have listed below which could help protect your identity and prevent fraud.

For all types of processing, we apply various measures to carefully protect your privacy rights. However, as with all your data you can also object to us processing your data in this way. Your rights are detailed below.

How long we keep your data for

We take your data privacy rights seriously. Whilst the law does not put a time limit on the amount of time we should hold your personal data, we will only keep your details for as long as is necessary or as long as you are happy to hear from us or our clients.

It is important that the personal data we hold and process is accurate and up-to-date. Therefore, we regularly refresh the database against suppression lists and remove those who no longer wish to be contacted. As we explain in the section marked What are your rights? you can withdraw your consent to us at any time.

1. How we'll use your information

1.1 We may use your information to ^{SEP}

Provide you the services you've asked for.

- Assist us to improve our accounts, services and products.
- Create indicators, create profiles and marketing opportunities, and analyse customer information. In order for us to do this we might use information about what you buy from us and how you pay for it.
- Help prevent and detect debt, fraud and loss. ^{SEP}Train our staff. ^{SEP}We may contact you about products and services that we are offering that we feel could be of benefit to you. This could be via email, phone, text, multimedia message or another form of electronic communication.

1.2 We may also record any communications we have with you, like phone conversations and emails. This is just to make sure we're providing you with a good service and meeting our obligations as a responsible business.

2. How we'll get in touch.

We may use the contact information you provided to us when we need to get in touch. We might email you, give you a ring, send a text or use another form of electronic communication.

2.1 We'll try and use your preferred contact method wherever possible. You can ask us to stop sending you these offers at any time though, you just have to contact us and give us your details.

2.2 If you provide us with information on behalf of someone else, like a trustee, you confirm that you have given them the information in this policy, and that they've agreed for us to use their information.

2.3 You are entitled to receive a copy of any information we hold about you and you can request to have any inaccurate information corrected.

Right to lodge a complaint with a supervisory authority

If we cannot deal with your complaint to your satisfaction you also have the right to complain to a relevant supervisory authority which include;

The Information Commissioners Office <https://ico.org.uk/concerns/>