

PRIVACY

Guidance on the privacy of personal data

1. Privacy

Vincent Tractors Ltd ("We", "Company") are committed to protecting and respecting your privacy. This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us.

Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. We recognise the importance of keeping that information secure and letting you know what we will do with it. For the purpose of the EU General Data Protection Regulation (GDPR) the data controller is Vincent Tractors Ltd of Fraddon, St Columb, Cornwall (registration number GB 132 1795 83).

2. What is this Privacy Policy for?

This policy applies to Vincent Tractors Ltd and the trading companies as detailed via this web page: www.vincenttractors.co.uk. If you leave our site via a link or otherwise, you will be subject to the policy of that company/website provider. We have no control over that policy or the terms of the website and you should check their policy before continuing to access that site.

The policy sets out the different areas where user privacy is concerned and outlines the obligations & requirements of the users, the Company and website owners. Furthermore, the way this website processes, stores and protects user data and information will also be detailed within this policy. This policy also covers the privacy of the information provided throughout alternative interaction via (but not limited to) face to face, telephone and email.

3. Contact & Communication

Users contacting Vincent Tractors Ltd do so at their own discretion and provide any such personal details requested at their own risk. Your personal information is kept private and stored securely until a time it is no longer required or has no use, as detailed in the EU General Data Protection Regulation, GDPR.

When contacting Vincent Tractors Ltd (or a segment of the company as detailed in the link in the introduction) we may request some personal details to ensure that we can provide you with the best possible service and result of the contact made. This may include, but is not limited to:

- First and Last Name
- Title (Mr, Mrs etc.)
- Email address
- Telephone number
- Company name (if applicable)
- Business registration number (if applicable)
- Your home/work address
- Payment information
- Vehicle details (if applicable)
- Working times/times you will be available for a visit

On some occasions, we also receive information from the manufactures we work with. We may be provided with information by our manufacturers when a service/product is requested to be delivered by Vincent Tractors on their behalf.

4. The Website

This website and its owners take a proactive approach to user privacy and ensure the necessary steps are taken to protect the privacy of its users throughout their visiting experience. This website complies to all UK national laws and requirements for user privacy. This website is aimed solely at users who access it from the UK mainland.

We keep certain basic information when you visit our website and recognise the importance of keeping that information secure and letting you know what we will do with it. Every effort has been made to ensure a safe and secure form to email submission process but advise users using such form to email processes that they do so at their own risk. This website and its owners use any information submitted to provide you with further information about the products/services they offer or to assist you in answering any questions or queries you may have submitted.

5. Email Newsletter

Vincent Tractors Ltd operates an email newsletter program, used to inform subscribers about products, services and company news. You will only be subscribed to our newsletter should you manually subscribe or make a request direct to someone at the Company or through your enquiry.

Subscriptions are taken in compliance with UK Spam Laws detailed in the Privacy and Electronic Communications Regulations 2003. All personal details relating to subscriptions are held securely and in accordance with the EU General Data Protection Regulation, GDPR. No personal details are passed on to third parties nor shared with companies/people outside of the company that operates this website.

Email marketing campaigns published by this company or its owners may contain tracking facilities within the actual email. Subscriber activity is tracked and stored in a database for future analysis and evaluation. Such tracked activity may include (but not limited to); the opening of emails, forwarding of emails, the clicking of links within the email content, times, dates and frequency of activity. This information is used to refine future email campaigns and supply the user with more relevant content based around their activity.

In compliance with UK Spam Laws and the Privacy and Electronic Communications Regulations 2003 subscribers are given the opportunity to un-subscribe at any time through an automated system. This process is detailed at the footer of each email campaign. If an automated un-subscription system is unavailable clear instructions on how to un-subscribe will be detailed instead.

6. Use of Cookies

This website uses cookies to better the users experience while visiting the website. Where applicable this website uses a cookie control system allowing the user on their first visit to the website to allow or disallow the use of cookies on their computer / device. This complies with recent legislation requirements for websites to obtain explicit consent from users before leaving behind or reading files such as cookies on a user's computer/device. Cookies are small files saved to the user's computer(s) or device(s) hard drive that track, save and store information about the user's interactions and usage of the website. This allows the website, through its server to provide the users with a tailored experience within this website. Users are advised that if they wish to deny the use and saving of cookies from this website on to their computers hard drive they should take necessary steps within their web browsers security settings to block all cookies from this website and its external serving vendors.

This website uses tracking software to monitor its visitors to better understand how they use it. This software is provided by Google Analytics which uses cookies to track visitor usage. The software will save a cookie to your computer(s) or device(s) hard drive in order to track and monitor your engagement and

usage of the website, but will not store, save or collect personal information. You can read Google's privacy policy here for further information [<http://www.google.com/privacy.html>]. Other cookies may be stored to your computer(s) or device(s) hard drive by external vendors when this website uses referral programs, sponsored links or adverts. Such cookies are used for conversion and referral tracking and typically expire after 30 days, though some may take longer. No personal information is stored, saved or collected.

7. External Links

Although this website only looks to include quality, safe and relevant external links, users are advised adopt a policy of caution before clicking any external web links mentioned throughout this website. (External links are clickable text/banner/ image links to other websites.) The owners of this website cannot guarantee or verify the contents of any externally linked website despite their best efforts. Users should therefore note they click on external links at their own risk and this website and its owners cannot be held liable for any damages or implications caused by visiting any external links mentioned.

8. Adverts and Sponsored Links

This website may contain sponsored links and adverts. These will typically be served through our advertising partners, to whom may have detailed privacy policies relating directly to the adverts they serve. Clicking on any such adverts will send you to the advertiser's website through a referral program which may use cookies and will track the number of referrals sent from this website. This may include the use of cookies which may in turn be saved on your computer's hard drive. Users should therefore note they click on sponsored external links at their own risk and this website and its owners cannot be held liable for any damages or implications caused by visiting any external links mentioned.

9. Social Media Platforms

Communication, engagement and actions taken through external social media platforms that this website and its owners participate on are custom to the terms and conditions as well as the privacy policies held with each social media platform respectively. Users are advised to use social media platforms wisely and communicate/engage upon them with due care and caution in regard to their own privacy and personal details. This website nor its owners will ever ask for personal or sensitive information through social media platforms and encourage users wishing to discuss sensitive details to contact them through primary communication channels such as by telephone or email. This website may use social sharing buttons which help share web content directly from web pages to the social media platform in question. Users are advised before using such social sharing buttons that they do so at their own discretion and note that the social media platform may track and save your request to share a web page respectively through your social media platform account.

10. Shortened Links in Social Media

This Company and its owners through their social media platform accounts may share web links to relevant web pages. By default, some social media platforms shorten lengthy URLs [web addresses] (this is an example: <http://bit.ly/zyVUBo>). Users are advised to take caution and good judgement before clicking any shortened URLs published on social media platforms by this website and its owners. Despite the best efforts to ensure only genuine URLs are published many social media platforms are prone to spam and hacking and therefore this website and its owners cannot be held liable for any damages or implications caused by visiting any shortened links.

11. Disclosure of Your Information

We may disclose your personal information to third parties. In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets. If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

12. Your Rights

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. You can also exercise the right at any time by contacting us using the contact information at the bottom of this policy.

Our site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

13. Changes to Our Privacy Policy

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. However, we advise that you check this page regularly to keep up to date with any necessary changes.

14. Access to Information

Under the EU General Data Protection Regulation (GDPR) you may request a copy of personal information held about you by this website's email newsletter program. A small fee may be payable to meet our costs in providing you with details of the information we hold about you.

If you would like a copy of the information held on you, please write to the business address at the bottom of this policy.

15. Data Breaches

Vincent Tractors seeks to avoid any data breaches and has put in place appropriate policies and procedures to prevent this and deal with the aftermath in the unlikely event of this happening.

16. Permissions

Vincent Tractors adopts a policy of seeking Data Usage Permissions for use of the use of customer's personal information and requires them to "opt in" to receive information. These are available on-line and in hard copy. They take two forms:

- Data Usage Permissions, Terms and Conditions for the ongoing collection of permissions from established members.
- Data Protection and Privacy Permissions used at the point of account application.

The permissions given by Vincent Tractors customers are recorded on the central database and used to ensure that member's confidentiality preferences is maintained.

The following words are used to collect established customer permissions for the use of their data. Where needed, this statement is added to application forms and other related documents.

Data Usage Permissions, Terms and Conditions

In order that Vincent Tractors maintains compliance against the General Data Protection Regulations (GDPR), it is necessary that we seek Data Usage Permission as defined below:

I confirm my understanding that Vincent Tractors holds my information on a central database for the purpose of administering my account and for the purpose of promoting, delivering and improving my experience of Vincent Tractors and its products and services or such other purposes as are described in the Vincent Tractors Privacy Policy.

I give my permission for Vincent Tractors to access my information for management, administration and registration purposes.

Key Points

- Your information is stored securely
- You have a right to see the information Vincent Tractors keeps
- Your information is *only* used for the purposes described above
- Your information is ***never*** shared with third parties for marketing purposes

Please tick the box to confirm you have read and accepted these Data Usage Permissions, Terms and Conditions

These words are placed at the end of all application forms

Data Protection

I understand and consent to the information provided on this form being processed by Vincent Tractors for its sole use for the purpose of promoting, delivering and improving my experience of Vincent Tractors and its products and services or such other purposes as are described in the Vincent Tractors Privacy Statement and Disclaimer.

I give my permission for Vincent Tractors to access my information for management, administration and registration purposes.

I confirm that I wish to receive notification (by post or electronic means) of Vincent Tractors products, events and services which may be of interest and benefit to me.

Please tick the box to confirm you have read and accepted these Terms & Conditions

Declaration

I declare that the statements made on this form are to the best of my knowledge true. I agree to comply with the Terms and Conditions of Sale and Business of Vincent Tractors. I understand that this is a commitment to behave ethically within my profession. I will do my best to promote the interests of Vincent Tractors. I confirm that I have not committed any offence of which Vincent Tractors would require me to give notice under its Rules of Conduct.

The Terms and Conditions of Sale and Business are published on the web site www.vincenttractors.co.uk.

Please tick the box to confirm you have read and accepted these Terms & Conditions

17. Unsubscribe Statement

In accordance with the GDPR, Vincent Tractors (and companies processing data on its behalf) currently hold and use data held on you for administration purposes, to keep you informed of its activities, and offer goods and services provided by the Institution.

We would stress that your personal data is available only to Vincent Tractors and not for direct access by third parties. Mailing arrangements are occasionally made with third party suppliers of goods and services but all material is carefully vetted and the mailing list is never released to them.

If you wish to be removed from any of our mailing lists, please contact:

Data Protection Officer
Vincent Tractors
Fraddon
St Columb
Cornwall
TR9 6NA

18. General Enquiries on Data and Privacy

If you have any questions, comments or would like further information about our privacy and information handling practices, please contact:

Data Protection Officer
Vincent Tractors
Fraddon
St Columb
Cornwall
TR9 6NA