

Privacy Policy

1. General

- 1.1. This privacy policy applies between you, the User of this Website, and Alfie Hill Trading as ALFA Motors, the owner and provider of this Website. ALFA Motors takes the privacy of your information very seriously. This privacy policy applies to our use of any and all Data collected by us or provided by you in relation to your use of the Website.
- 1.2. This privacy policy should be read alongside, and in addition to, our Terms and Conditions, which can be found at: https://alfamotors.co.uk/documents/Terms_and_Conditions.pdf
- 1.3. Please read this privacy policy carefully.
 - a. In this Privacy Policy, the following definitions are used unless the context requires a different interpretation:

Data	Collectively all information that you submit to ALFA Motors via the Website. This definition incorporates, where applicable, the definitions provided in the Data Protection Laws;
Cookies	A small text file placed on your computer by this Website when you visit certain parts of the Website and/or when you use certain features of the Website. Details of the cookies used by this Website are set out in the clause below (Cookies);
Data Protection Laws	Any applicable law relating to the processing of personal Data, including but not limited to the GDPR, and any national implementing and supplementary laws, regulations, and secondary legislation;
GDPR	The UK General Data Protection Regulation;
Alfie Hill trading as ALFA Motors, ALFA Motors, we or us	Alfie Hill Trading as ALFA Motors of Marfield Barn, Leyburn Rd, Masham, Ripon HG4 4ER;
UK and EU Cookie Law	The Privacy and Electronic Communications (EC Directive) Regulations 2003 as amended by the Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2011 & the Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2018;
User or you	Any third party that accesses the Website and is not either (i) employed by ALFA Motors and acting in the course of their employment or (ii) engaged as a consultant or otherwise providing services to ALFA Motors and accessing the Website in connection with the provision of such services;
Website	The website that you are currently using, alfamotors.co.uk , and any sub-domains of this site unless expressly excluded by their terms and conditions.

- b. The singular includes the plural and vice versa;
- c. References to sub-clauses, clauses, schedules, or appendices are to sub-clauses, clauses, schedules, or appendices of this privacy policy;
- d. A reference to a person includes firms, companies, government entities, trusts, and partnerships;
- e. "Including" is understood to mean "including without limitation";
- f. Reference to any statutory provision includes any modification or amendment of it;

- g. The headings and sub-headings do not form part of this privacy policy

2. Scope of this Privacy Policy

- 2.1. This privacy policy applies only to the actions of ALFA Motors and Users with respect to this Website. It does not extend to any websites that can be accessed from this Website, including but not limited to any links we may provide to social media websites;
- 2.2. For purposes of the applicable Data Protection Laws, ALFA Motors is the "data controller". This means that ALFA Motors determines the purposes for which and the manner in which your Data is processed;

3. Data collected

- 3.1. We may collect the following Data, which includes personal Data, from you:
 - a. Name;
 - b. Date of Birth;
 - c. Gender;
 - d. Profession;
 - e. Contact Information, including, but not limited to, email addresses and telephone numbers;
 - f. Demographic information such as postcode, preferences, and interests;
 - g. Financial information such as credit/debit card numbers;
 - h. IP Address (automatically collected);
 - i. Web Browser type and version (automatically collected);
 - j. Operating System (automatically collected);
 - k. A list of URLs starting with a referring site, your activity on this Website, and the site you exit to (automatically collected);
- 3.2. In each case, in accordance with this privacy policy.

4. How We Collect Data

- 4.1. We collect Data in the following ways; data is given to us by you; and data is collected automatically.
- 4.2. ALFA Motors will collect your Data in a number of ways, for example:
 - a. When you contact us through the Website, by telephone, post, email, or through any other means;
 - b. When you complete surveys that we use for research purposes (although you are not obliged to respond to them);
 - c. When you make payments to us, through this Website or otherwise;
 - d. When you elect to receive marketing communications from us;
 - e. When you use our services;
- 4.3. In each case, in accordance with this privacy policy.

5. Data that is collected automatically

- 5.1. To the extent that you access the Website, we will collect your Data automatically. For example:
- b. We automatically collect some information about your visit to the Website. This information helps us to make improvements to Website content and navigation. It includes your IP address, the date, times, and frequency with which you access the Website, and the way you use and interact with its content.
 - c. We will collect your Data automatically via cookies, in line with the cookie settings on your browser. For more information about cookies and how we use them on the Website, see the section below, headed "Cookies".
- 5.2. Plausible Analytics
- a. Even though the purpose of Plausible Analytics is to track the usage of a website, this can still be done without collecting any personal data or personally identifiable information (PII), without using cookies and while respecting the privacy of the website visitors.
 - b. The goal of Plausible is to track overall trends in your website traffic, it is not to track individual visitors. They don't use cookies, they don't generate any persistent identifiers and they don't collect or store any personal or identifiable data. All of the data is aggregated data only and it has no personal information.
 - c. To learn more please refer to Plausible's Data Policy at <https://plausible.io/data-policy>

6. Our use of Data

- 6.1. Any or all of the above Data may be required by us from time to time in order to provide you with the best possible service and experience when using our website. Specifically, Data may be used by us for the following reasons:
- a. Internal record-keeping;
 - b. Improvement of our products/services;
 - c. transmission by email of marketing materials that may be of interest to you;
 - d. contact for market research purposes, which may be done using email, telephone, fax, or mail. Such information may be used to customize or update the Website;
- 6.2. In each case, in accordance with this privacy policy.
- 6.3. We may use your Data for the above purposes if we deem it necessary to do so for our legitimate interests. If you are not satisfied with this, you have the right to object in certain circumstances (see the section headed "Your rights" below).
- 6.4. For the delivery of direct marketing to you via e-mail, we'll need your consent, whether via an opt-in or soft-opt-in:
- a. Soft opt-in consent is a specific type of consent that applies when you have previously engaged with us (for example, you contact us to ask us for more details about a particular product/service, and we are marketing similar products/services). Under "soft opt-in" consent, we will take your consent as given unless you opt-out.
- 6.5. For other types of e-marketing, we are required to obtain your explicit consent; that is, you need to take positive and affirmative action when consenting by, for example, checking a tick box that we'll provide.

- 6.6. If you are not satisfied with our approach to marketing, you have the right to withdraw consent at any time. To find out how to withdraw your consent, see the section headed "Your rights" below.
- 6.7. When you register with us and set up an account to receive our services, the legal basis for this processing is the performance of a contract between you and us and/or taking steps, at your request, to enter into such a contract.
- 6.8. We may use your Data to show you ALFA Motors adverts and other content on other websites. If you do not want us to use your data to show you ALFA Motors adverts and other content on other websites, please turn off the relevant cookies (please refer to the section headed "Cookies" below).

7. Who we share Data With

- 7.1. We may share your Data with the following groups of people for the following reasons:
 - a. Our employees, agents, and/or professional advisors;
 - b. Third-party payment providers who process payments made over the Website;
 - c. Relevant authorities;
- 7.2. In each case, in accordance with this privacy policy.

8. Keeping Data Secure

- 8.1. We will use technical and organizational measures to safeguard your Data. For example:
 - a. Access to your account is controlled by a password and a user name that is unique to you.
 - b. We store your Data on secure servers.
 - c. Payment details are encrypted using SSL technology (typically you will see a lock icon or green address bar, or both, in your browser when we use this technology).
 - d. Technical and organizational measures include measures to deal with any suspected data breach. If you suspect any misuse, loss, or unauthorized access to your Data, please let us know immediately by contacting us via this email address alfamotors7@outlook.com.
 - e. If you want detailed information from Get Safe Online on how to protect your information and your computers and devices against fraud, identity theft, viruses, and many other online problems, please visit www.getsafeonline.org. Get Safe Online is supported by HM Government and leading businesses.

9. Data retention

- 9.1. Unless a longer retention period is required or permitted by law, we will only hold your Data on our systems for the period necessary to fulfil the purposes outlined in this privacy policy or until you request that the Data be deleted.
- 9.2. Even if we delete your Data, it may persist on backup or archival media for legal, tax, or regulatory purposes.

10. Your rights

10.1. You have the following rights in relation to your Data:

- a. Right to access - the right to request copies of the information we hold about you at any time, or that we modify, update, or delete such information. We may refuse your request if it's "manifestly unfounded or excessive."
- b. Right to correct - the right to have your Data rectified if it is inaccurate or incomplete.
- c. Right to erase - the right to request that we delete or remove your Data from our systems.
- d. Right to restrict our use of your Data - the right to "block" us from using your Data or limit the way in which we can use it.
- e. Right to data portability - the right to request that we move, copy, or transfer your Data.
- f. Right to object - the right to object to our use of your Data, including where we use it for our legitimate interests.

10.2. To make enquiries, exercise any of your rights set out above, or withdraw your consent to the processing of your Data (where consent is our legal basis for processing your Data), please contact us via this email address: alfamotors7@outlook.com.

10.3. If you are not satisfied with the way a complaint you make in relation to your Data is handled by us, you may be able to refer your complaint to the relevant data protection authority. For the UK, this is the Information Commissioner's Office (ICO). The ICO's contact details can be found on their website at <https://ico.org.uk/>.

10.4. It is important that the Data we hold about you is accurate and current. Please keep us informed if your Data changes during the period for which we hold it.

11. Links to other websites

11.1. This Website may, from time to time, provide links to other websites. We have no control over such websites and are not responsible for the content of these websites. This privacy policy does not extend to your use of such websites. You are advised to read the privacy policy or statement of other websites prior to using them.

12. Changes of business ownership and control

12.1. ALFA Motors may, from time to time, expand or reduce our business, and this may involve the sale and/or the transfer of control of all or part of ALFA Motors. Data provided by Users will be transferred along with that part and the new owner or controlling party will, under the terms of this privacy policy, be permitted to use the Data for the purposes for which it was originally supplied to us.

12.2. We may also disclose Data to a prospective purchaser of our business or any part of it.

12.3. In the above instances, we will take steps to ensure your privacy is protected.

13. Cookies

- 13.1. This Website may place and access certain Cookies on your computer. ALFA Motors uses Cookies to improve your experience of using the Website and to improve our range of services. ALFA Motors has carefully chosen these Cookies and has taken steps to ensure that your privacy is protected and respected at all times.
- 13.2. All Cookies used by this Website are used in accordance with current UK and EU Cookie Law.
- 13.3. Before the Website places non-essential Cookies on your computer or device, you will be presented with a message bar requesting your consent. Essential Cookies that are strictly necessary for the operation of the Website may be placed without your consent. By giving your consent to the placing of non-essential Cookies, you enable ALFA Motors to provide a better experience and improved services. You may withdraw your consent at any time, although certain features of the Website may not function as intended.
- 13.4. This Website may place the following Cookies:
- a. Strictly necessary cookies
 - b. Analytical/performance cookies
 - c. Functionality cookies
 - d. Targeting cookies
- 13.5. You can find a list of Cookies that we use in the Cookies Policy, which can be found at:
<https://alfamotors.co.uk/documents/CookiePolicy.pdf>
- 13.6. You can choose to enable or disable Cookies in your internet browser. By default, most internet browsers accept Cookies, but this can be changed. For further details, see the help menu in your internet browser. You can switch off Cookies at any time, but you may lose information that enables you to access the Website more quickly and efficiently.
- 13.7. You can choose to delete Cookies at any time, but you may lose information that enables you to access the Website more quickly and efficiently, including personalization settings.
- 13.8. It is recommended that you keep your internet browser up-to-date and consult the help and guidance provided by the developer of your internet browser if you are unsure about adjusting your privacy settings.
- 13.9. For more information generally on cookies, including how to disable them, please refer to <https://aboutcookies.org> You will also find details on how to delete cookies from your computer.
- 13.10. hCaptcha
- a. We use the hCaptcha security service (hereinafter "hCaptcha") on our website. This service is provided by Intuition Machines, Inc., a Delaware US Corporation ("IMI"). hCaptcha is used to check whether user actions on our online service (such as submitting a login or contact form) meet our security requirements. To do this, hCaptcha analyses the behavior of the website or mobile app visitor based on various characteristics. This analysis starts automatically as soon as the website or mobile app visitor enters a part of the website or app with hCaptcha enabled. For the analysis, hCaptcha evaluates various information (e.g. IP address, how long the visitor has been on the website or app, or mouse movements made by the user). The data collected during the analysis will be forwarded to IMI. hCaptcha analysis in the "invisible mode" may take place completely in the background. Website or app visitors are not advised that such an analysis is taking place if the user is not shown a challenge. Data processing is based on Art. 6(1)(b) of the GDPR: the processing of personal data is necessary for the performance of a contract to which the website visitor is party (for example, the website terms) or in order to take steps at the request of the website visitor prior to entering into a contract. Our online service (including our website, mobile apps, and any other apps or other forms of access offered by us) needs to ensure that it is interacting with a human, not a bot, and that activities performed by the user are not related to fraud or abuse. In addition, processing

may also be based on Art. 6(1)(f) of the GDPR: our online service has a legitimate interest in protecting the service from abusive automated crawling, spam, and other forms of abuse that can harm our service or other users of our service. IMI acts as a "data processor" acting on behalf of its customers as defined under the GDPR, and a "service provider" for the purposes of the California Consumer Privacy Act (CCPA). For more information about hCaptcha's privacy policy and terms of use, please visit the following links: <https://www.hcaptcha.com/privacy> and <https://www.hcaptcha.com/terms>

14. Rights

- 14.1. You may not transfer any of your rights under this privacy policy to any other person. We may transfer our rights under this privacy policy where we reasonably believe your rights will not be affected.
- 14.2. If any court or competent authority finds that any provision of this privacy policy (or part of any provision) is invalid, illegal, or unenforceable, that provision or part-provision will be deemed to be deleted, and the validity and enforceability of the other provisions of this privacy policy will not be affected.
- 14.3. Unless otherwise agreed, no delay, act, or omission by a party in exercising any right or remedy will be deemed a waiver of that, or any other, right or remedy.
- 14.4. This Agreement will be governed by and interpreted according to the law of England and Wales. All disputes arising under the Agreement will be subject to the exclusive jurisdiction of the English and Welsh courts.

15. Changes to this privacy policy

- 15.1. ALFA Motors reserves the right to change this privacy policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the Website, and you are deemed to have accepted the terms of the privacy policy on your first use of the Website following the alterations.
- 15.2. You may contact ALFA Motors by email at alfamotors7@outlook.com.