

# Cupar Motorcycles Ltd

West Port, CUPAR, Fife, KY15 4AW, UK

tel: 01334 655707 fax: 01334 650704 www.cupar.co.uk



## **Privacy Statement**

In the course of doing business we may ask you for personal information for our own email marketing messages or we may need some personal information from you in order to progress a transaction (such as the purchase of a motorcycle), and for our own records.

We never share your data with any third parties for the purpose of marketing. We may only share your data strictly with associated companies and government departments such as the DVLA, finance companies or motorcycle suppliers/ manufacturers for the purpose of completing and recording a sale as appropriate.

### **What personal data we collect from you and how we use it.**

1. Information collected when you subscribe yourself or when we subscribe you to our email newsletter database.  
This may be as a minimum an email address with no other information.  
It may also include your name, mobile number, post code and motorcycle make and model.  
This extra information may be used to tailor messages from us to your specific circumstances.  
This information is never shared with any other parties for any purposes.  
All marketing emails always include a simple unsubscribe link at the bottom.
2. Information collected during the sale of a motorcycle or any other goods.  
This will usually include your name and address as well as details of a purchase. Motorcycle details may also be included such as registration number, VIN number, colour and technical details etc.  
This information is used for business statistical analysis and is required to manage vehicle history or for dispute resolution.  
Purchase details are usually also passed on to the DVLA as required by law to record the lawful keeper of a vehicle.  
Purchase details may also be passed on to a manufacturer for the purpose of recording a vehicle warranty, or to a third party warranty supplier such as the RAC where such a product is bought along with a used bike purchase.
3. Payment information at the time of a sale such as credit card details is not stored in any form, hard copy, electronic or recording; except those details printed on the merchant copy receipt of a card processing machine. These are kept securely stored for a maximum of two years to allow dispute resolution.
4. Information collected for servicing or workshops work.  
This will usually include your name and contact details, along with motorcycle details and also details of work undertaken.  
This information is used by us for business analytics and also to operate service and MOT reminder programmes.  
This information may be shared with our manufacturer partners for the purpose of business statistical analysis and the operation of dealer review programmes.
5. Information collected for bike hire or test ride purposes. This includes your personal details and contact information, as well as details of your driving licence and also of the motorcycle in question. This information is kept by us for a minimum of three and a maximum of four years and is required to be available in the event of any insurance claim or road traffic issue. It will only be shared with insurance companies or with government authorities where we are legally obliged so to do.

Except where provided for on the previous page, or to comply with the demands of a court or other competent authority or to exercise or defend our legal rights we will not pass your details on to any other third party. For the avoidance of doubt we never have in the past or ever will in the future pass any contact details on to any third party for the purpose of marketing.

### **Security of information.**

1. Paper copies with any customer information are kept in a restricted office which is protected when unattended by secure locks as well as substantial certified alarm systems.
2. Electronic customer information data is kept either by us on computer systems behind substantial firewall systems and physically in secure and alarmed areas. Any information on our own systems will only be of a non-sensitive nature.
3. Some Customer information may be kept by partner companies such as bank details on the systems of our bank, motorcycle purchase details on a manufacturer's or warranty providers systems, or on DVLA systems

### **Your rights.**

1. You may ask us to provide you with any personal information we hold about you via a subject access request. Please email [datacontrol@cupar.co.uk](mailto:datacontrol@cupar.co.uk) or write to:  
The Data Controller, Cupar Motorcycles Ltd, West Port, CUPAR, KY15 4AW  
We would have to satisfy ourselves as to your identity before releasing any information.
2. You may unsubscribe from our Marketing Newsletter or change any details of your stored profile by clicking on the link at the bottom of any newsletter or by emailing us at [newsletter@cupar.co.uk](mailto:newsletter@cupar.co.uk) or by writing to:  
The Data Controller, Cupar Motorcycles Ltd, West Port, CUPAR, KY15 4AW
3. Right to rectification and erasure of data or restriction of processing.  
If you believe that our processing of your personal data is incorrect, inaccurate, unlawful, excessive, incomplete, no longer relevant, or if you think that your data is stored longer than necessary, you may ask us to change or remove such personal data or restrict such processing activity, by sending an email to [datacontrol@cupar.co.uk](mailto:datacontrol@cupar.co.uk) or writing to:  
The Data Controller, Cupar Motorcycles Ltd, West Port, CUPAR, KY15 4AW

We are registered as a data controller with the Information Commissioner's Office (ICO) and our registration number is ZA341397

If you would like to contact us about any data protection issue, please email [datacontrol@cupar.co.uk](mailto:datacontrol@cupar.co.uk) or write to:  
The Data Controller, Cupar Motorcycles Ltd, West Port, CUPAR, KY15 4AW