



Alpha Tyres Limited  
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## DATA PRIVACY NOTICE FOR CUSTOMERS, SUPPLIERS & VISITORS

### Introduction

We are committed to maintaining the highest standards of data privacy for all our customers, suppliers, contractors and visitors, whether in person at our premises or through our website. The General Data Protection Regulations (GDPR) will apply to all businesses and organisation from 25 May 2018. We have therefore developed a Privacy Policy to explain how and why we gather any personal information, the reasons for its collection and how we store and handle the data.

In brief, we DO NOT use any personal data collected via telephone, email or face to face for marketing or any purpose other than fulfilment of our CONTRACT with you, or to process your enquiry. There are some legal and regulatory requirements regarding the necessary processing of information that may be contained within invoices, payments, receipts, refunds and other statutory obligations – these are detailed in the paragraphs below, as are your rights to access and control of the information we may hold about you. Our website uses cookies – please see Website Privacy Policy on the Contacts page of our website for details:

[www.alphatyres.com](http://www.alphatyres.com)

### Definitions

**Data controller** - A controller determines the purposes and means of processing personal data.

**Data processor** - A processor is responsible for processing personal data on behalf of a controller.

**Data subject** – Natural person

### Categories of data: Personal data and special categories of personal data

**Personal data** – GDPR applies to 'personal data' meaning any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier (as explained in Article 6 of GDPR). For example name, passport number, home address or private email address. Online identifiers include IP addresses and cookies.

**Special categories personal data** - GDPR refers to sensitive personal data as 'special categories of personal data' (as explained in Article 9 of GDPR). The special categories specifically include genetic data, and biometric data where processed to uniquely identify an individual. Other examples include racial and ethnic origin, sexual orientation, health data, trade union membership, political opinions, religious or philosophical beliefs.

**Processing** - means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

**Third party** - means a natural or legal person, public authority, agency or body other than the data subject, controller, processor and persons who, under the direct authority of the controller or processor, are authorised to process personal data.

## 1. Who are we?

Alpha Tyres Limited is the data controller. This means we decide how your personal data is processed and for what purposes. Our contact details are: Alpha Tyres Ltd, Montrose St, Fenton, Stoke on Trent. Tel: 01782 312222.

For all data matters please write to The Manager at the above address.

## 2. The purpose(s) of processing your personal data

We use your personal data for the following purposes:

- To register you as a new customer
- To maintain our own accounts and transaction records
- To maintain records of services provided to customer vehicles and other devices
- To provide quotations to individuals about the products and services that we offer in response to enquiries (in person, by telephone, by email or via website)
- To process, provide fitment or deliver your order of goods or services
- To manage our employees in connection with arranging service or delivery of products / services purchased or in response to enquiries
- To collect monies owed to us and manage payments and charges/refunds
- Where necessary, to arrange access to property to deliver products and services
- To notify you of changes to our terms

## 4. The categories of personal data concerned

With reference to the categories of personal data described in the definitions section, we process the following categories of your data:

### Personal data

Identity Data: Name and Title

Contact Data: Billing & Delivery address, email address, telephone number

Vehicle Data: Registration number or other identifying information

Financial Data: Payment Card and/or Bank Account Details

Technical Data

Usage Data

We obtain data from you when you are transacting business with us, by telephone, letter or email, enquiring about, requesting information about and/or purchasing our products and services, and/or using our website.

### Cookies

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of our website may become inaccessible or not function properly. For more information about the cookies we use, please see our **Website Privacy Policy** (as above).

## 5. What is our legal basis for processing your personal data?

### a) Personal data (article 6 of GDPR)

## Our lawful basis for processing your general personal data:

<p>Processing necessary for the performance of a contract with the data subject or to take steps to enter into a contract</p>	<ul style="list-style-type: none"> <li>• To register you as a new customer</li> <li>• To maintain our own accounts and transaction records</li> <li>• To maintain records of services provided to customer vehicles and other devices</li> <li>• To provide quotations to individuals about the products and services that we offer in response to enquiries (in person, by telephone, by email or via website)</li> <li>• To process, provide fitment or deliver your order of goods or services</li> <li>• To manage our employees in connection with arranging service or delivery of products / services purchased or in response to enquiries</li> <li>• To collect monies owed to us and manage payments and charges/refunds</li> <li>• Where necessary, to arrange access to property to deliver products and services</li> </ul>
<p>Processing necessary for compliance with a legal obligation</p>	<ul style="list-style-type: none"> <li>• To maintain our own accounts and transaction records</li> <li>• To notify you of changes to our terms</li> </ul>
<p>Processing necessary for the purposes of the legitimate interests of the data controller or a third party, except where such interests are overridden by the interests or fundamental rights or freedoms of the data subject</p>	<ul style="list-style-type: none"> <li>• To register you as a new customer</li> <li>• To maintain our own accounts and transaction records</li> <li>• To maintain records of services provided to customer vehicles and other devices</li> <li>• To provide quotations to individuals about the products and services that we offer in response to enquiries (in person, by telephone, by email or via website)</li> <li>• To process, provide fitment or deliver your order of goods or services</li> <li>• To manage our employees in connection with arranging service or delivery of products / services purchased or in response to enquiries</li> <li>• To collect monies owed to us and manage payments and charges/refunds</li> <li>• Where necessary, to arrange access to property to deliver products and services</li> </ul>

More information on lawful processing can be found on the [ICO website](#).

## 6. Sharing your personal data

Your personal data will be treated as strictly confidential, and access will be strictly limited to authorised, trained personnel. Those who may have access to your personal data will be:

- Our employees
- Our legitimate business support agents: accountants, insurers, legal advisors etc
- Our payment card processors and banks
- Our email server provider if you provide your details via email or request an email from us
- Our software providers and their IT support technicians
- Government agencies that regulate statutory and financial transactions and where reporting is required: HMRC, HSE, Police
- Third parties to whom we may choose to sell, transfer or merge parts of our business or assets, or a business we seek to merge with. If a change happens to our business then the new owners may use your personal data in the same way as set out in this privacy notice.

We do not allow our third party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

**Third party links outside our control:**

We are not responsible for third party websites or platforms that may feature our advertisements. Use of the links, plug-ins and applications or forms on these websites may allow third parties to collect or share data about you, outside of our control. We advise you to read the privacy notice of every website you visit.

**7. How long do we keep your personal data?**

We keep your personal data in connection with our accounts and payment history for a period of 6 years for the purposes of satisfying any legal, accounting, or reporting requirements. For credit/debit card transaction records, this period is 2 years.

To assist us with planning of future services that may be required by the data subject, we may retain details of services provided to data subjects and the addresses where such services were provided, indefinitely. The repeat nature of business after the passage of considerable time is a key factor.

**8. Providing us with your personal data**

We require your personal data as it is a statutory requirement and a requirement necessary to enter into a contract.

Our website and our business is not intended for children and we do not knowingly collect data relating to children.

**9. Your rights and your personal data**

Unless subject to an exemption under the GDPR, you have the following rights with respect to your personal data:

- The right to request a copy of the personal data which we hold about you;
- The right to request that we correct any personal data if it is found to be inaccurate or out of date;
- The right to request your personal data is erased where it is no longer necessary to retain such data;
- The right to request that we provide you with your personal data and where possible, to transmit that data directly to another data controller, (known as the right to data portability), (where applicable i.e. where the processing is based on consent or is necessary for the performance of a contract with the data subject and where the data controller processes the data by automated means);
- The right, where there is a dispute in relation to the accuracy or processing of your personal data, to request a restriction is placed on further processing;
- The right to object to the processing of personal data, (where applicable i.e. where processing is based on legitimate interests (or the performance of a task in the public interest/exercise of official authority); direct marketing and processing for the purposes of scientific/historical research and statistics).

**10. Transfer of Data Abroad**

We do not transfer personal data outside the EEA.

**11. Automated Decision Making**

We do not use any form of automated decision making in our business

**12. Further processing**

If we wish to use your personal data for a new purpose, not covered by this Data Privacy Notice, then we will provide you with a new notice explaining this new use prior to commencing the processing and setting out the relevant purposes and processing conditions.

### **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. Please check back frequently to see any updates or changes to our privacy policy.

### **14. How to make a complaint**

To exercise all relevant rights, queries or complaints in the first instance please contact:

The Manager  
Alpha Tyres Limited  
Montrose Street  
Fenton  
Stoke on Trent  
Staffordshire.  
ST4 3PB

If this does not resolve your complaint to your satisfaction, you have the right to lodge a complaint with the [Information Commissioners Office](https://ico.org.uk/global/contact-us/email/) on 03031231113 or via email <https://ico.org.uk/global/contact-us/email/> or at the Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, England.