



ABOVE & BEYOND

HIGHLAND OFFROAD (3) LTD - LAND ROVER EXPERIENCE SCOTLAND

PRIVACY POLICY - WEBSITE

Overview

Highland Offroad (3) Ltd is committed to protecting your right to privacy as a user of our online services. It is our policy to respect the privacy of private communication.

The information you provide to us will be held for Highland Offroad (3) Ltd on servers based in the UK, and, except as explained below, we will not transfer it, or authorise its transfer, outside the UK.

We collect information about our users in order to help us continually improve the products and facilities we offer and so that we can enter into commercial arrangements. Highland Offroad (3) Ltd will always adhere to UK Data Protection Legislation which, from 25 May 2018, includes EU Regulation 2016/679 General Data Protection Regulation ("GDPR").

Other than as stated below, we do not hold or use any information that you provide, or which we collect, outside the European Economic Area ("EEA"), nor do we transfer it to, or share it with, others within or outside the EEA (except when we believe in good faith that the law requires it).

This Privacy Policy only relates to the Highland Offroad site and does not extend to your use of the Internet outside of our site.

Information About Us

Highland Offroad (3) Ltd is a private limited company, registered in Scotland under company number SC452716. Our registered address and main trading address is Butterstone Loch, Dunkeld, PH8 0HH

Our VAT number is. 165 9258 72

For data protection queries, please contact Beverley Large, email address: bev@landroverexperiencescotland.co.uk, postal address: Land Rover Experience Scotland, Butterstone Loch, Dunkeld PH8 0HH

What Data Do We Collect?

We will collect personal data as provided to us during purchase process, which you agree to supply us as accurate.

EXPERIENCE

Land Rover Experience Scotland
Butterstone Loch, Dunkeld PH8 0HH

01350 727720
info@landroverexperiencescotland.co.uk
scotland.landroverexperience.co.uk



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We do not monitor your use of the Internet, but we do use cookie technology to monitor your use of Highland Offroad. This information is not stored alongside your personal data and will only be used on an anonymous, aggregated basis. We may process your personal data in combination with the documents and forms downloaded in order to maintain and improve the facilities we offer and to send you alerts about important updates to such content.

Measuring our visitors

We measure visitors to our website using Google Analytics. This records what pages you view within our site, how you arrived at our site and some basic information about your computer. All of that information is anonymous - so we don't know who you are; just that *somebody* visited our site.

The information we collect from analytics helps us understand what parts of our sites are doing well, how people arrive at our site and so on. Like most websites, we use this information to make our website better.

Any data collected by Google Analytics that is associated with cookies, user identifiers or advertising identifiers is retained for a period of 14 months.

You can learn more about Google Analytics or opt out if you wish.

Facebook, YouTube and other Social Networks

These services provide social buttons and similar features which we use on our website - such as the "Like" and "Tweet" buttons.

To do so we embed code that they provide and we do not control ourselves. To function, their buttons generally know if you're logged in; for example Facebook uses this to say "x of your friends like this". We do not have any access to that information, nor can we control how those networks use it.

Social networks therefore *could* know that you're viewing this website, if you use their services (that isn't to say they do, but their policies may change). As our website is remarkably inoffensive we imagine this is not a concern for most users.

Google Adwords Remarketing

We use the remarketing features of Google AdWords.

Remarketing is a feature that lets us target advertising campaigns at those who have previously visited our site as they browse the web and use apps. We do this so that more of our ads are shown to people that may have a genuine interest in our business.

Third-party vendors, including Google, use cookies to serve our ads to past visitors to our website across the Internet.

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You may opt out of Google's use of cookies by visiting their [Ads Settings](#) page.

What Do We Use Your Data For?

We use your personal data for the following purposes:

- Providing and managing your purchase.
- Supplying you with information, either through Highland Offroad site or by email. You can opt out of our newsletters and emails when you register (or at any time thereafter). We will never send you any spam and always aim to ensure that our emails will be genuinely useful to recipients.
- Communicating with you. This may include responding to emails or calls from you.

Our processing of your personal data is in our legitimate interests and is necessary to provide confirmations to you. Our use of your personal data is limited to that which is reasonably required in order to provide our service to you and to make improvements to that service which benefit both us and you. We do not use your personal data for any reasons not stated in this Privacy Policy and never use it in an excessive manner that is disproportionate to our aims of providing and improving our service or in a way that is contrary to your interests.

In addition, when you purchase an experience from us your personal data is necessary for the formation of the contract between you and Highland Offroad (3) Ltd and the completion of your purchase.

How Long Do We Keep Your Personal Data?

The personal data that you provide when registering with Highland Offroad (3) Ltd is retained until you ask us to delete it. Download histories are retained indefinitely, however when an account is deleted, this information cannot be used to identify you. All personally identifying information is deleted immediately on your request.

How and Where Do We Store or Transfer Your Personal Data?

We only store your personal data in the UK. This means that it will be fully protected under the GDPR.

Do We Share Your Personal Data?

We share your personal data with selected third parties exclusively to provide services to you, only with the following parties for the following purposes:

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We use Stripe to process payments. By using a third party payment provider such as Stripe we do not even come into contact with your sensitive payment information.

We use MailChimp to manage our email marketing lists. If you opt in and provide your email address to us it may be stored with them, along with your name. No other personal information is routinely collected. As MailChimp runs its services in the USA, your personal information may be transferred there.

What Are Your Rights As A Data Subject?

Individual data subjects have the following rights under the GDPR which we will always work to uphold:

- The right to be informed about our collection and use of your personal data (as described in this Privacy Policy).
- The right to access your personal data by means of a subject access request (see below).
- The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. You can do this by contacting us.
- The right to erasure (also known as the right to be forgotten). You can exercise this right by contacting us.
- The right to restrict or object to our processing of your personal data for particular purposes. Email preferences can be changed. You can opt-out of our newsletters.
- The right to data portability. This means that you can ask us for a copy of your personal data to re-use with another service or business. Please note, however, that this right applies only if you have provided personal data to us directly, we are using it with your consent or for performance with a contract, and your data is processed using automated means.
- Rights relating to automated decision-making and profiling. We do not, however, use your personal data in this way.

For more information about our use of your personal data or exercising your rights as outlined above, please contact us.

Further information about your rights can be obtained from the Information Commissioner's Office. You also have the right to lodge a complaint with the Information Commissioner's Office if you feel that your rights have been breached.

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How Can You Access Your Personal Data?

All personal data provided by you during registration, along with details of your download history, can be accessed via 'My Account'.

If you wish to make a data subject access request, please do so in writing, sent to the email or postal address shown below, clearly marking your correspondence as a subject access request.

We do not normally charge for subject access requests unless they are 'manifestly unfounded or excessive' (e.g. repetitive). We will respond to your subject access request within one month of receiving it. In the unlikely event that your request is particularly complex, a further two months may be required but we will keep you informed if this is the case.

How To Contact Us

To contact Highland Offroad (3) Ltd about anything to do with your personal data and data protection, including to make a subject access request, please use the following details and we will respond as soon as possible:

Email: bev@landroverexperiencescotland.co.uk

Telephone: 01350 727720

Postal Address: Butterstone Loch, Dunkeld PH8 0HH

Changes To This Privacy Policy

We may change our Privacy Policy from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection.

October 2019

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