



## PRIVACY POLICY

This privacy policy effective 25<sup>th</sup> May, 2018 sets out how Shy Auto Developments Limited, Trading as **"Racing Beat Europe"** uses and protects any information that you give "Racing Beat Europe" when you use this website. The policy has been updated to reflect the requirements of the EU's General Data Protection Regulations 2018 (GDPR).

Shy Auto Developments Limited trading as "Racing Beat Europe" understands that your privacy is important to you and that you care about how your personal data is used. We respect and value the privacy of all of our customers, contractors and contacts and will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

### 1. Information About Us

Company: Shy Auto Developments Limited trading as **"Racing Beat Europe "**

Address:

The Old Rectory Business Centre,  
Springhead Road,  
Northfleet,  
Kent DA11 8HN UK

Telephone number: 44 (0) 1474 777800

Data protection lead: Lisa Daniel  
Lisa@@racingbeateurope.com

Racing Beat Europe is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, and then you can be assured that it will only be used in accordance with this privacy statement.

Racing Beat Europe may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes.

What we collect:-

We may collect the following information:

- Name and payment details
- Contact information including email address
- Demographic information such as postcode.
- Other information relevant to customer surveys and/or offers, in practice, we do not collect this information because Racing Beat Europe does not conduct customer surveys or run promotional offers based on customer details.

## What Personal Data Do You Collect?

We may collect some or all of the following personal data. If you do not allow us to collect this data then we may not be able to fulfil our contractual or legal requirements.

- Name
- Address
- Email address
- Telephone number
- Business name
- Payment information
- IP address and website cookies

## How Do You Use My Personal Data?

- Under the GDPR, we must always have a lawful basis for using personal data. Our lawful basis is one or more of the following:
  - Because the data is necessary for our performance of a contract with you;
  - Because you have consented to our use of your personal data; or
  - Because it is a legal requirement.
- Your personal data may be used for one of the following purposes:
  - Providing and managing your account.
  - Supplying our services to you. Your personal details are required in order for us to enter into a contract with you.

Communicating with you. This may include responding to emails or calls from you.

Supplying you with information that you have opted-in to (you may unsubscribe or opt-out at any time by following the instructions at the bottom of every communication).

You will not be sent any unlawful marketing or spam. We will always work to fully protect your rights and comply with our obligations under the GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003, and you will always have the opportunity to opt-out.

## What we do not do with the information we gather

- We do not send promotional emails about new products, special offers or other information. We regard these as a plague of the internet and respect your privacy
- We do not use this information for market research purposes and will not contact you by email, phone, fax or mail for market research. Again, your privacy is key

## Security

Racing Beat Europe is committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

## Your financial information

Racing Beat Europe uses third-party payment gateways – PayPal and Sage Pay – for card transactions and therefore does not see or collect customers' payment card details for transactions carried out as part of the checkout process

#### How we use cookies

A cookie is a small file that asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

For the technically minded, the shop uses only the following cookies:

Name	Purpose	Content	Expires
ekm_USERNAME	Temporary cookie generated to test if cookies are enabled on the visitors browser.	TestCookies=ACTIVE&RS=FALSE&logged_in=USERNAME&ServerID=***	72 hrs (3 days)
ekm_pp_USERNAME	Stores a unique reference to visitors cart contents. Stores authentication details for customer logged in section.	Unique ID	On Exit
ekm_tmp_ORDERNUMBER	Stores a reference to the visitors	Unique ID	On Exit

order  
number after  
an order has  
been  
generated.

#### Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide while visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

#### Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following ways:

- Whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes. Racing Beat Europe does not currently have this option on the site because we do not use your information for direct marketing (see above)
- If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We will not use your personal information to send you promotional information about third parties.

You may request details of personal information that we hold about you. If you would like a copy of the information held about you please write to or email us. There is no charge for providing this information.

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible. We will promptly correct any information found to be incorrect.

Racing Beat Europe is legally required to hold information about customers for its accounts for the past six accountancy years. Racing Beat Europe cannot, therefore, delete information that is essential to orders if it is less than six accountancy years old. Customers who wish information older than that to be deleted should simply email us with that request.

Note: Under Article 12 (1) and (2) of the GDPR, it appears that if Racing Beat Europe is not able easily to identify the data subject (i.e. you, the customer), a request for personal information or deletion of information may require adequate proof of identity.