

HEDIN AUTOMOTIVE LONDON LIMITED

Customer Privacy Policy - How and why we use your personal data and how long we keep it for – detailed description

The tables below contain more detailed information about the personal data we process about you, how and why we process it and how long we keep it for.

How to contact us

You can contact us and/or our Data Protection Co-Ordinator by post or email if you have any questions about our privacy policy, this document or the information we hold about you, to exercise a right under data protection law or to make a complaint.

Our contact details	For any data protection related matter please contact: <ul style="list-style-type: none"> • by email to datacompliance@hedinautomotive.co.uk or; • by post to: Data Protection Co-Ordinator, Mercedes-Benz Brooklands, Brooklands Drive, Weybridge Surrey KT13 0SL.
---------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

You may also have the right to lodge a complaint with the [Information Commissioner](#) (the UK data protection regulator).

Changes to this document

This document was last updated on 25th June 2024.

I. If you visit our website

To communicate with you when you have initiated contact with us		
Processing operations carried out	Personal data processed	Legal basis
<ul style="list-style-type: none"> • To communicate with you, e.g. via email or our chat • To communicate on our social media, e.g. if you comment on our page or posts • To answer your questions • To store information from our chat so that we can refer to it when necessary 	<ul style="list-style-type: none"> • Name • Email address and telephone number • Other information you provide If you visit our social media (e.g. Instagram) we also process: <ul style="list-style-type: none"> • Information from your profile • Other information you give us 	Our legitimate interest in being able to communicate with you via chat or our contact form, on our social media, email or similar. Our legitimate interests to take steps at your request before our contract with you. Consent (for marketing activities when required).

Storage duration:

- Personal data is stored for as long as is required to manage the contact you have made with us.
- Your comments and other communications will remain on social media until you remove them yourself. Material which may be considered inappropriate or offensive is removed more quickly than the regular basis in accordance with our policy for active social media. This includes, for example, unpleasant comments, coarse language and attacks on individual people.

- *To be able to collect personal data for analysis and promotions we use cookies. Our Cookies Policy gives more information about our use of cookies. You can access the Cookies Policy here <https://hedinautomotive.co.uk>*

To analyse how our website is used		
Processing operations carried out	Personal data processed	Legal basis
<ul style="list-style-type: none">• To analyse how you use our website with the aim of improving our products and services. We use Google’s analysis tool Google Analytics and Hotjar to do this.• The analysis service involves placing a unique ID on your device to be able to identify visitors and see patterns in the use of the website.• The personal data we collect is processed to optimise function and download speed and to adapt the website to suit you as a visitor.	<ul style="list-style-type: none">• IP address• Your geographic location• Other information about how you use the website, e.g. what you click on, device information and how many times you have visited the website• Information which Google and Hotjar already have about you, e.g. which website you found us from	Consent

Storage duration: The personal data will be stored indefinitely after your visit.

Google and Hotjar will continue to process your personal data as separate personal data controllers. You can read more about how long Google stores your personal data [here](#) and how long Hotjar processes your personal data [here](#).

You can avoid Google Analytics by downloading and installing [this](#) browser

To show you tailored offers from us on other sites you visit		
Processing operations carried out	Personal data processed	Legal basis
<ul style="list-style-type: none"> To promote our products by showing offers and new products which we believe are of interest to you. We use an automated decision maker (profiling) to show you promotions which we believe are best suited to you and to provide tailored marketing. We show marketing tailored specifically for you on Google, Facebook, LinkedIn and/or Instagram as well as other websites you visit. We do this based on the data these parties already have about you and such data as we have collected. We can show you offers by using marketing services from Google and/or Meta. 	<ul style="list-style-type: none"> IP address Your geographic location <p>Thereafter you will see search results and advertising banners based on:</p> <ul style="list-style-type: none"> Analysis of how you use our website Information which the marketing services already have about you, e.g. which website you found us from 	<p>Consent</p>
<p>Storage duration: You will see promotions from us indefinitely from your last visit to our website.</p> <p>Google, LinkedIn and/or Meta will continue to process your personal data as separate personal data controllers. You can read how long Google, LinkedIn and/or Meta store your personal data in their respective privacy policies.</p>		

To help you sell your vehicle via our website		
Processing operations carried out	Personal data processed	Legal basis
<ul style="list-style-type: none"> To contact you when you request a price for your vehicle by means of leaving your details on our website 	<ul style="list-style-type: none"> Name Email address, address and telephone number Data about your vehicle, e.g. registration number, mileage, features 	<p>Our legitimate interests to take steps at your request before our contract with you.</p> <p>Consent</p>
<p>Storage duration: Personal data is stored indefinitely after being collected from you directly, unless you exercise your right to have your personal data removed.</p>		

To help you book a servicing slot via our website		
Processing operations carried out	Personal data processed	Legal basis
<ul style="list-style-type: none"> To make it possible to book a servicing slot on our website 	<ul style="list-style-type: none"> Name Email address, address and telephone number Data about your vehicle, e.g. registration number, mileage, features 	<p>Our legitimate interests to take steps at your request before our contract with you.</p> <p>To perform our contract with you.</p>
<p>Storage duration: Personal data is stored indefinitely after being collected from you directly, unless you exercise your right to have your personal data removed.</p>		

II. If you buy, hire or lease a vehicle, buy a vehicle service, parts or accessories from one of our dealerships/branches

We collect your personal data directly from you. We also collect necessary data about you and your vehicle from the UK Driver and Vehicle Licensing Agency.

To administer your purchase		
Processing operations carried out	Personal data processed	Legal basis

<ul style="list-style-type: none"> • To administer and register your purchase of a vehicle, tyres or accessories • To implement payment • To supply the vehicle, tyres or accessories purchased • To take out insurance for you if you so choose at the time of purchase and share the necessary details with the insurance company we work with • To manage your financing of the vehicle (e.g. through private leasing) if you have chosen this at the time of purchase and share the necessary information with the finance company we work with 	<ul style="list-style-type: none"> • Name • Personal identification number (only if needed to register your vehicle or administer your vehicle insurance or finance) • Address, email address and telephone number • Data about your vehicle, e.g. registration number, chassis number and VIN • Information about your purchase, e.g. which vehicle, vehicle accessories or vehicle service you have purchased • Payment information • Information about your insurance 	<p>To perform our contract with you.</p> <p>To comply with legal obligations</p>
<ul style="list-style-type: none"> • To administer your purchase of a vehicle service, e.g. tyre storage, change of tyres, service or other workshop service • To implement payment • Provide you with the service you have purchased 	<ul style="list-style-type: none"> • Name, address, email address and telephone number • Registration number • Information about your purchase, e.g. which vehicle service you have purchased • Payment information • Information about previous work carried out on your vehicle if you are purchasing a vehicle service, e.g. repairs or servicing 	<p>To perform our contract with you.</p> <p>To comply with legal obligations</p>
<ul style="list-style-type: none"> • To manage our relationship with you when you hire, lease or test drive one of our vehicles 	<ul style="list-style-type: none"> • Name • Address, email address and telephone number • Personal identification number 	

	<ul style="list-style-type: none"> • Payment information 	
<p>Storage duration: Personal data is stored indefinitely after being collected from you directly, unless you exercise your right to have your personal data removed.</p>		

To administer customer service cases and handle warranty, complaints or other claims		
Processing operations carried out	Personal data processed	Legal basis
<ul style="list-style-type: none"> • To respond to and handle your customer service cases by email, telephone, our chat or our website • To handle potential guarantee or complaints cases or other claims • To initiate potential claims 	<ul style="list-style-type: none"> • Name • Address, email address and telephone number • Information about your vehicle • Information about your purchase • Information from our current and past communications with you in connection with your customer service case or claim, such as information about your purchase and past cases 	<p>Complying with legal obligations, including obligations under consumer law</p> <p>To perform our contract with you.</p> <p>Processing is also necessary for our legitimate interest in being able to best help you with your matter and to protect ourselves against or initiate any legal claim.</p>
<p>Storage duration: We try to handle your cases as quickly as they arrive. Your personal data may be stored for longer periods for the purposes provided in the table below, e.g. if you have an account with us, we need to fulfil legal requirements (including accounting purposes) and/or to handle disputes or claims.</p>		

To follow up on your purchase and improve our products and services		
Processing operations carried out	Personal data processed	Legal basis

<ul style="list-style-type: none"> • To follow up on your purchase by sending relevant reminders, updates and marketing related to the product or service you purchased, such as about servicing, repair and maintenance or possible upgrades and add-on purchases • To share your personal data with our group companies, dealers, general agents and/or vehicle manufacturers so that follow-up is possible 	<ul style="list-style-type: none"> • Name • Email address and telephone number • Information about your purchase • Registration number • Information about your purchase, e.g. which vehicle service you have purchased • Payment information • Information about previous work carried out on your vehicle if you are purchasing a vehicle service, e.g. repairs or servicing 	<p>Processing is necessary for our legitimate interest in being able to show you relevant updates in relation to your purchase, improve our products and services and send you marketing.</p> <p>Consent</p>
<ul style="list-style-type: none"> • To improve our products and services by sending requests to participate in surveys • To manage the responses you provide in the survey and collate statistics from the results of our surveys • To share your personal data with our group companies, dealers, general agents and/or vehicle manufacturers so that surveying is possible 	<ul style="list-style-type: none"> • Name • Email address • Information you provide in the survey 	<p>Processing is necessary for our legitimate interest in being able to contact you with a request to evaluate our products and services in order for us to improve them.</p> <p>Consent</p>
<p>Storage duration: Personal data is stored indefinitely after being collected from you directly, unless you exercise your right to have your personal data removed.</p>		

III. When you subscribe to our newsletter

To send a newsletter		
Processing operations carried out	Personal data processed	Legal basis
<ul style="list-style-type: none"> To send a newsletter with offers and information by email if you have registered for it 	<ul style="list-style-type: none"> Email address 	Processing is necessary for our legitimate interest in being able to send a newsletter which you have requested to receive.
<ul style="list-style-type: none"> To improve and develop our newsletter, we analyse how you open our newsletter and what you click on in the newsletter 	<ul style="list-style-type: none"> Information about how you open our newsletter and what you click on IP address Email address 	Processing is necessary for our legitimate interest in being able to send a newsletter which you have requested to receive.
<p>Storage duration: We will continue to send newsletters to you until you unsubscribe or otherwise ask us to stop sending newsletters.</p> <p>If you opt out of receiving newsletters, your personal data is updated on our Dealer Management System within 28 days.</p>		

IV. To invite you to events

To send offers and invitations to events.		
Processing operations carried out	Personal data processed	Legal basis
<ul style="list-style-type: none"> To contact you by telephone, post or email in order to provide relevant marketing, create an offer for you and invite you to our event. 	<ul style="list-style-type: none"> Name Email address, address and telephone number Registration number and other information about your vehicle 	Processing is necessary for our legitimate interest in being able to promote our products. Consent
<p>Storage duration: Personal data is stored indefinitely after we collect it directly from you or from a third party, or until you exercise your right to opt out of receiving these communications or your right to have your personal data removed.</p>		

V. When you participate in one of our events

To handle different types of digital and physical events and evaluations of events		
Processing operations carried out	Personal data processed	Legal basis
<ul style="list-style-type: none"> To handle your registration for one of our events To implement the event you have registered for For communication with you as a visitor or speaker at the event 	Name Email address, address and telephone number Company you represent and title Food preferences or allergies if supplied Any other information you provide	Consent To perform our contract with you.
To contact you if you have shown an interest in us, our products or services during the event	Name Email address and telephone number	Processing is necessary for our legitimate interest in being able to contact you if you have shown an interest in us, our products or services. Consent
To take pictures/films during the event to publish on our social media and website	Photographs or films you feature in	Processing is necessary for our legitimate interest in being able to promote our products and services and other events. Consent If we take close-up photographs we will obtain your consent. If children are in the photograph/film we will obtain written consent by email from the parent/guardian of the child.
Storage duration: We save photographs and films from our events in which you feature indefinitely after the photograph or video was taken. We do not remove posts unless explicitly requested by you.		

VI. When we send you Sales and Aftersales promotions

To send you Sales and Aftersales promotions		
Processing operations carried out	Personal data processed	Legal basis
<ul style="list-style-type: none"> To send promotions with offers and information by email 	<ul style="list-style-type: none"> Email address 	Processing is necessary for our legitimate interest in being able to send promotions which you have requested to receive.
<ul style="list-style-type: none"> To improve and develop our promotions, we analyse how you open our promotions and what you click on 	<ul style="list-style-type: none"> Information about how you open our promotions and what you click on IP address Email address 	Processing is necessary for our legitimate interest in being able to send promotions which you have requested to receive.
<p>Storage duration: We will continue to send promotions to you until you unsubscribe from receiving them or otherwise ask us to stop sending promotions.</p> <p>If you opt out of receiving promotions, your personal data is updated on our Dealer Management System within 28 days.</p>		

VII. If you have asked us to stop sending marketing to you

To follow marketing regulations		
Processing operations carried out	Personal data processed	Legal basis
<ul style="list-style-type: none"> If you stated that you did not wish to receive our marketing, we will store a record of this in our Dealer Management System 	<ul style="list-style-type: none"> Name, Email address, address and telephone number 	Complying with our legal obligations
<p>Storage duration: We will keep your personal data as listed above until further notice or you request its deletion. Your data is deleted within 28 days of receiving your request.</p>		

VIII. If you act in the capacity of a representative or representative for our suppliers, dealers or partners

To communicate with you, negotiate, conclude and fulfil our agreement		
Processing operations carried out	Personal data processed	Legal basis
<ul style="list-style-type: none"> • To communicate with you as a representative for our suppliers, dealers or partners, or a potential member of one of these groups • To discuss and negotiate agreements with the company you represent • To conclude and fulfil agreements with the company you represent 	<ul style="list-style-type: none"> • Name • Position • Email address and telephone number • Other information you give us 	<p>Our legitimate interests to take steps at your request before our contract with you.</p> <p>To perform our contract with you.</p>
<p>Storage duration: If you represent a supplier, dealer or partner, we store your personal data indefinitely after our last contact or until you request its deletion.</p> <p>Some of your personal data is stored for longer in order to fulfil legal requirements for accounting or to deal with any disputes or litigation related to any agreement reached.</p>		

IX. To be able to meet our legal obligations and handle disputes or claims

To comply with applicable accounting standards		
Processing operations carried out	Personal data processed	Legal basis
<ul style="list-style-type: none"> • To comply with accounting legislation 	<ul style="list-style-type: none"> • Name • Payment history, transactions and other items which constitute accounting materials 	To comply with legal obligations
<p>Storage duration: Personal data is stored indefinitely after being collected and for as long as necessary to comply with our legal obligations.</p>		

To handle potential disputes or claims		
Processing operations carried out	Personal data processed	Legal basis

<ul style="list-style-type: none"> • To handle potential disputes or claims 	<ul style="list-style-type: none"> • Name • Email address and telephone number • Information from our communication with you in connection with the claim 	<p>Processing is necessary for our legitimate interest in being able to communicate with you or the company you represent and resolve situations arising as well as possible and if absolutely necessary act in any dispute with you or the company you represent, including defending ourselves against any legal claim.</p> <p>To comply with legal obligations.</p>
<p>Storage duration: The data is stored for indefinitely after being collected and for as long as necessary to comply with our legal obligations.</p>		