



COTSWOLD FARM MACHINERY LIMITED - PRIVACY POLICY

COTSWOLD FARM MACHINERY LIMITED is committed to protecting your personal information and complying with all applicable legislation in relation to data protection. This policy describes how we collect, use and disclose your personal information.

This policy applies to any personal information about you that you provide to **COTSWOLD FARM MACHINERY LIMITED** or which is provided to **COTSWOLD FARM MACHINERY LIMITED** by third parties.

The data controller in respect of personal information processed under this policy is **COTSWOLD FARM MACHINERY LIMITED** (a company incorporated in England with company number 5707186) whose registered office is at Fosse Cross Industrial Estate, Fosse Cross, Cheltenham, Gloucestershire. GL54 4NW.

We have a Data Protection Officer who you can contact on 01285 720606 or via email [accounts@cotswoldfarm.com] should you have any comments or queries in relation to this policy or **COTSWOLD FARM MACHINERY LIMITED** use of your personal information.

WHY DO WE COLLECT PERSONAL INFORMATION ABOUT YOU?

COTSWOLD FARM MACHINERY LIMITED collects personal information about you to provide you with our products and services and to improve and develop these for the future. We also collect personal information for our staff recruitment and payroll purposes.

WHAT PERSONAL INFORMATION DO WE COLLECT?

COTSWOLD FARM MACHINERY LIMITED collects the following types of personal information from you:

- Name
- Date of Birth (recruitment & staff only)
- Address and address history
- Nationality
- Contact details such as email address and telephone numbers
- Employment details (recruitment & staff only)
- Identifiers assigned to your computer or other internet connected device including your Internet Protocol (IP) address
- Vehicle and/or machine registration and identification numbers
- Telematics information about the location of your vehicle and/or machine

HOW DO WE RECEIVE PERSONAL INFORMATION ABOUT YOU?

COTSWOLD FARM MACHINERY LIMITED receives personal information about you:

- When you contact us directly, visit our website www.cotswoldfarm.co.uk or use our social media channels, whether to apply for one of our products or services or to make an enquiry or other request.
- **COTSWOLD FARM MACHINERY LIMITED** is an approved dealer of various manufacturers. If you approach them they will provide us with your personal data based upon the machine specification and your geographical location.

HOW DO WE USE PERSONAL INFORMATION ABOUT YOU?

COTSWOLD FARM MACHINERY LIMITED may use your personal information for the following purposes:

- To verify your identity and to identify you when you contact us.
- As a precursor to entering into or fulfilling a contractual obligation.
- To provide you with a CFM account for any Parts or Service work we undertake.
- To help to prevent fraud and money laundering.
- To help administer, and contact you about improved administration of, any accounts, services and products we have provided before, or provide now or in the future.
- Recover debts that you owe and trace your whereabouts.
- To carry out marketing analysis and customer profiling (including with transactional information), conduct research, including creating statistical information using data provided by you.
- To carry out statistical analysis to help with decisions about account management.
- To contact you for marketing purposes relating to products and services that we think will be of potential interest to you.
- Ensure any offers of legitimate interest provided to you are appropriate to your circumstances.
- Where applicable to consider potential staff applications and payroll activities.

Any personal data provided to third parties for the purpose of financing will be processed in accordance with their Privacy Policy. Please refer to the Privacy Policy of the financial organisation for details on how your personal data is processed.

We retain the right, to access, view and interrogate CFM supplied products or any other successor telematics system operating on a variety of manufacturer products that have been supplied by us. We may use this system to verify the location, mode of operation, service history or/any other information held on the system regarding operation and/or performance of such Products.

WHO DO WE PROVIDE THIS PERSONAL INFORMATION TO?

COTSWOLD FARM MACHINERY LIMITED will provide your personal information to:

- Affiliated manufacturers if you are acquiring or are interested in acquiring their products.
- Financial services providers.
- Marketing providers.
- Third party debt collection agencies, insolvency practitioners and legal advisors.
- Appropriate manufacturers who may provide machinery quotation software to us.
- Our service providers who perform services on our behalf, such as banking services and data management firms.
- JCB Finance Ltd who provide machinery quotation software to us.

WHERE WE STORE YOUR INFORMATION

All personal information we have about you is stored on secure servers operated by Cotswold Farm Machinery Limited or its third party service providers.

We may also keep certain paper records that are securely stored in lockable filing cabinets with limited access in secure premises.

HOW LONG WILL WE KEEP PERSONAL INFORMATION ABOUT YOU?

COTSWOLD FARM MACHINERY LIMITED will keep a copy of your personal information for as long as we have a contractual relationship with you, or from the point of a machine or product purchase, and for a period of 7 years thereafter. For personal information which is not linked to a machine purchase we will keep this for a period of 7 years from the date of the record.

We may keep your data for longer periods if we cannot delete it for legal, regulatory or technical reasons. Maintaining your personal information for these periods allows us to keep accurate records for our legal obligations and to handle any future complaints.

DATA TRANSFERS

COTSWOLD FARM MACHINERY LIMITED does not transfer your data outside the European Economic Area (EEA). Whenever fraud prevention agencies transfer your personal data outside of the EEA, they impose contractual obligations on the recipients of that information to protect it to the standard required in the EEA.

COOKIES

Cookies are text files put on your computer to collect standard internet log information and visitor behaviour information. This information is then used to track visitor use of the website and to create statistical reports on website activity.

- For more information visit www.aboutcookies.org or www.allaboutcookies.org.
- You can set your browser not to accept cookies and the above websites tell you how to remove cookies from your browser. Please note in a few cases some of our website features may not function because of this.

Analytics – e.g. how visitors use our website

- We may use Google Analytics to store information about how visitors use our website so that we may make improvements and give visitors a better user experience.
- Google Analytics is a third-party information storage system that records information about the pages you visit, the length of time you were on specific pages and the website in general, how you arrived at the site and what you clicked on when you were there. These cookies do not store any personal information about you e.g. name, address etc and we do not share the data. You can view their privacy policy below:
- Google – <http://www.google.com/intl/en/policies/privacy/>

YOUR RIGHTS

You have the following rights in connection with your personal information processed by COTSWOLD FARM MACHINERY LIMITED:

- **ACCESS** – you can request access to your personal information and further details about how your personal information is handled by COTSWOLD FARM MACHINERY LIMITED.
- **OBJECT** – you have the right to object to our processing of your personal information for direct marketing purposes.
- **RECTIFICATION** – you can request rectification of any incorrect personal data held about you.
- **ERASURE** – you can request erasure of any personal data where the processing is based on explicit consent.

You have a right at any time to opt-out or withdraw consent of receiving marketing from us and/or to amend the delivery method we use. In some cases we may market to you by electronic means (e.g. by email or text) where we have provided you with goods and services and would like to give you information about similar goods and services on the basis that we have a legitimate interest to market such goods and services to you where we think you would be interested in hearing about them. We will not do this if you have asked not to be contacted, e.g. where you have opted out of marketing.

To manage your rights and delivery preferences please follow the instructions in our marketing communications, enquiry forms or write to us at:

Post: Marketing Department, COTSWOLD FARM MACHINERY, Fosse Cross Industrial Estate, Fosse Cross, Cheltenham, Gloucestershire. GL54 4NW. Email: accounts@cotswoldfarm.com

You can also exercise any of these rights at any time by contacting us contacting our Data Protection Officer using the contact details provided above.

If you are concerned or have questions about how **COTSWOLD FARM MACHINERY LIMITED** handles your personal data please contact us and we will do our best to assist you. Please note that you have the right to lodge a complaint with the UK Information Commissioner’s Office (or any other appropriate supervisory authority), which may be accessed through the following link <https://ico.org.uk/concerns/> .

CHANGES TO OUR PRIVACY POLICY

COTSWOLD FARM MACHINERY LIMITED reserve the right to revise this privacy policy or any part of it from time to time. Please check back frequently to see any updates or changes to our privacy policy.