

Privacy policy Bavaria Motors

Scope of application and purpose

This policy applies to the processing of personal data relating to Bavaria Motors customers. The purpose of this policy is to provide our current, former and potential customers with a general insight into:

- The circumstances under which we collect and process your personal data
- The types of personal data we collect from you
- The reasons why we collect your personal data
- What we do with your data
- Our contact details so that you can request information and assert your rights with regard to our processing of your personal data.

Processing manager

Bavaria Motors, as a legal entity, is the data controller with regard to the processing of your personal data for marketing purposes and the maintenance of customer relations.

If you have any questions regarding the use of your personal data, please contact Bavaria Motors directly.

Principles of data processing

The processing of your personal data is an important part of our delivery of products and services to you. We value the trust you place in us when providing your personal data and consider your privacy as an essential part of the services we offer. In order to best protect your personal data and increase customer value, we adhere to the following principals:

Freedom of choice

Your personal details are yours. You are therefore free to choose which data you disclose and which you do not. If you have disclosed information in the past and wish to change/delete it, you can always contact us at the following email address info@bavariamotors.be

Proportionality

Bavaria Motors will only process customers' personal data if this is adequate, relevant and necessary with regard to the purpose for which they were collected. We strive to make your personal data anonymous if a function or service with anonymous data can be realised.

Transparency and security

Bavaria Motors attaches importance to transparency when it comes to the question of what personal data we process and for what purpose we do this. The security of your data is also important to us, and we have deployed the appropriate technical equipment for this purpose.

Compliance with the law

The policy of Bavaria Motors is aimed at complying with the applicable laws, rules and regulations regarding privacy and data protection. Where necessary, we will adjust our processing of your personal data, as described in this policy, to ensure compliance with legal requirements.

The personal data Bavaria Motors collects about you will be used to:

- offer products and services to you, to check whether you are eligible for certain purchases and services and to offer you better offers and experiences;
- inform you about new products, services and events;
- provide support and services for your vehicle;
- evaluate and improve our communication with customers;
- Inform you about our products and services and determine which of them may be of interest to you.

Collection of data

Below are elements of personal data that are collected:

- your contact details (name, address, telephone number, e-mail address, etc.);
- vehicle information (vehicle identification number (VIN), model, date of purchase, maintenance history, etc.);
- data relating to your purchase of our products.

Consent

Bavaria Motors will ask for your permission to use your personal data. Your consent is voluntary and can be revoked at any time. You can do this by contacting Bavaria Motors. If you do not give your permission, it may not be possible to make use of certain services.

Use of data

You can stop the use of your personal data at any time by changing your preferences, terminating a certain service (e.g.: e-mails) or withdrawing your permission for processing by contacting Bavaria Motors. However, unless otherwise stated in the applicable legislation, in general you cannot unsubscribe from the processing of your personal data if we do so in order to send you important messages, such as in the event of changes to our terms and conditions and our policy.

Storage

Bavaria Motors will only retain your personal data for as long as is necessary to meet the objectives laid down in this policy. This means that, once you have given your consent for our processing of your personal data, we will retain the data for the duration of the customer relationship or until you withdraw your consent.

Data quality

When processing your personal data, we strive to ensure that the data is correct and up-to-date. Incorrect or incomplete personal data will be removed or corrected. For more information about your right to ensure the accuracy of the personal data we hold about you, please refer to the "Information and access" section below.

Information and access

We may provide you with specific information about our processing of your personal data when collecting or registering these data. You have the right to request a copy of your personal data that we store. You have the right to have your personal data corrected or deleted by us if you think it is incorrect.

Security

Bavaria Motors has taken technical and internal measures to protect your personal data as safely as possible against unintentional or unlawful destruction, unintentional loss, data leaks and all other unlawful forms of processing.

Disclosure of information to third parties

Bavaria Motors will never disclose or sell your personal data to third parties and will only be used for its own purposes.

In the following cases, we may share your personal data:

- to offer additional services from third parties at your request, such as leasing companies, car detailing companies, official car dealerships, etc
- if this is required by law, for example due to a government investigation, a dispute or a request of a legal nature;
- with care providers, such as the police and breakdown service providers and ambulance transport, for the provision of related services;
- if disclosure is required by law;
- when disclosure is necessary because of a legitimate interest pursued by Bavaria Motors (e.g. to protect our legal rights, as described above).

Internal data processing

We restrict access to your personal data to Bavaria Motors employees. Our employees are contractually obliged to treat your personal data securely and confidentially.

Marketing

Bavaria Motors will not sell or trade your personal data to third parties.

If you wish to unsubscribe from a specific digital newsletter or similar communication, please follow the instructions that will accompany this communication. You can also contact us if you no longer wish to receive e-mails or information.

Websites

You can consult the Bavaria Motors website without giving any information about yourself. In order to be able to provide certain services, such as the newsletter, or offers, we must store certain parts of your personal data, such as your name and e-mail address.

Control

Bavaria Motors checks the operation of our system on a regular basis, as prescribed by law. In this way, we guarantee the safety of your personal data.

Contact details

In order to exercise your rights as a data subject, for example to obtain information regarding the processing of your personal data by Bavaria Motors, please contact us.

This can be done via the following channels:

- Telephone: +32 (0)56 35 40 01
- Email: info@bavariamotors.be
- Bavaria Motors: Kortrijksesteenweg 306, 8530 Harelbeke, Belgium