

Midland Motor Caravan Limited Privacy Policy

Privacy Policy

Can't find an answer to your question or concerns? [Contact us](#), we will respond.

Online Privacy Policy M.M.C.L. (Midland Motor Caravan Limited)

This privacy policy applies to all personal information collected by M.M.C.L. via the internet.

M.M.C.L. recognises the importance of your privacy, and that you have a right to control how your personal information is collected and used. We know that providing personal information is an act of trust and we take that seriously. Unless you directly give us consent to do otherwise, M.M.C.L. will only collect and use your personal information as set out below.

Collection of information

The ways we collect personal information about you are:

- when information about you is posted on a M.M.C.L. or third party website, either by you or by a third party (usually a email enquiry);
- when you log into a M.M.C.L. website or otherwise submit personal information to M.M.C.L.;
- when you use a M.M.C.L. website, in which case our system automatically collects information relating to your visit to that website, such as your IP address.

The type of information that we collect from you may include the following: your name, phone number, address, email address, company position/title, IP address, cookies, personal information that you email/send using email functionality on the MMCHIRE website.

Using and disclosing your personal information

Our purpose in collecting information about you is to:

- provide you with a better service experience with content that is more relevant to your requirements; and
- create a business information database for use as part of M.M.C.L.'s online business. Whilst M.M.C.L.'s business information database is designed to operate as a business directory (not a directory of individuals) it is possible

that personal information may become included in the business information database.

M.M.C.L. will not use or disclose any information about you without your consent, unless:

- the use or disclosure is for one of the purposes described above or otherwise permitted by this policy;
- it is required or permitted by law (including by relevant privacy laws);
- we believe it necessary to provide you with a service which you have requested;
- to protect the rights, property or personal safety of another M.M.C.L. website user, any member of the public or M.M.C.L.; or
- any of the assets and/or operations of M.M.C.L. are being transferred to another party.

If you do not provide requested information, M.M.C.L. may not be able to provide you with the correct and most accurate information that you are seeking.

Marketing

In seeking to give you the most worthwhile experience of our websites possible, M.M.C.L. may use your personal information to send you information and product updates about M.M.C.L. websites and services, or other products and services which may be of interest to you.

We may contact you at any email or other address or contact point which we have collected or obtained in order to:

- contact you about your Motor Home enquiry on a M.M.C.L. or third party website;
- provide you with updated information about M.M.C.L. websites; or
- provide you with other information about other products or services which you may enjoy.

If you are receiving promotional information from M.M.C.L. and do not wish to receive this information any longer, you may remove your name from our list by contacting the M.M.C.L. Privacy Officer at spp@mmchire.co.uk and asking to be removed from our mailing list. Please allow 28 days for this request to be processed.

Access to the information we hold

You can request access to the personal information we hold about you by making a request to the M.M.C.L. Privacy Officer via spp@mmchire.co.uk We will provide you with access unless we are legally authorised not to do so.

Changing and deleting the information we have about you

If at any time you wish to change personal information that is inaccurate or out of date, please contact us by emailing our M.M.C.L. Privacy Officer at spp@mmchire.co.uk If you wish to have your personal information deleted, please let us know in the same manner as referred to above.

We will take all reasonable steps to change or delete information in response to such a request. If there is a reason that we cannot make that change or deletion, we will inform you of that reason.

Storage and security of your personal information

M.M.C.L. will endeavour to take all reasonable steps to keep secure any information which we hold about you, and to keep this information accurate and up to date. You should note that the internet is not a secure method of transmitting information and, as such, we are not responsible for the security of any information sent or received over the internet.

Third party websites

M.M.C.L. websites contain links to websites that are not operated by M.M.C.L. and the contact details for many businesses not operated by M.M.C.L.. These linked sites and listed businesses are not under the control of M.M.C.L., and we are not responsible for the conduct of those businesses. Before disclosing your personal information on any other website or to any other company, we advise you to examine the Terms and Conditions / Privacy Policy of those organisations.

Privacy inquiries

If you have any questions about this Privacy Policy or how M.M.C.L. deals with your personal information you can contact:

M.M.C.L. Privacy Officer at spp@mmchire.co.uk

Future changes

Our commitment to being a leading provider of Motor Home Hire services means that our business will continue to evolve as we introduce new services and features. Because of this, from time to time, our policies will be reviewed and may be revised. M.M.C.L. reserves the right to change its Privacy Policy at any time and notify you by posting an updated version on each M.M.C.L. website. The amended Privacy Policy will apply between us whether or not we have given you specific notice of any change. ¹

¹ There are certain requirements as to the way changes to a privacy policy must be notified to users. Guidance from the Information Commissioner who enforces the *Data Protection Act 1998* ("DPA") states that changes to the privacy policy will only affect how data controllers can use any information collected after the date of the change. Visitors who provided information before the change will have done so in light of the previous privacy statement, so data controllers must honour the assurances contained in that statement. Website controllers wishing to change the use they make of personal information they hold should ideally get the individuals' opt-in consent by notifying them of the proposed new use and obtaining their positive agreement. Individuals who do not respond to an e-mail explaining the changes to the privacy policy are not deemed to have given their consent. The Commissioner accepts that in some cases, it will be enough to advise the individuals of the new use and give them an opportunity to object. This will be the case if the new use is not for a new purpose, or if the nature and purpose of the new use is close to the terms of the original privacy statement.