

BePhoneSmart.uk (“our **website**”) is committed to protecting and respecting your privacy.

This policy sets out how we use and process any personal data when you visit our website.

#### **INFORMATION WE COLLECT FROM YOU**

We will collect and process the following data about you when you visit our website:

- **Information you give us.** Includes information you provide when you first visit our website and includes your name, address, age, email address and phone number, information about you as a driver and your photograph.
- information about you that you give us by filling in forms on our website; or
- by corresponding with us by e-mail or otherwise; and
- information you provide on our discussions boards or other social media functions on our website.

#### **WHAT WE WILL USE THIS INFORMATION FOR**

We will use the personal information you give us to tell you about the BePhoneSmart.uk website and other RAC motorist and road safety campaigns and initiatives we think you might be interested in, including emails, newsletters and ebulletins. You can opt-out of receiving this information at any time by clicking on the unsubscribe link provided or contacting us at [BePhoneSmart.uk@rac.co.uk](mailto:BePhoneSmart.uk@rac.co.uk).

#### **OTHER (MORE TECHNICAL) USES OF THIS INFORMATION**

Other uses of this information includes to:

- notify you of changes to our website;
- administer our website and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- improve our website to ensure that content is presented in the most effective manner for you and for your computer;
- allow you to participate in interactive features of our website, if you choose to do so;
- as part of our efforts to keep our website safe and secure.

#### **COOKIES**

Our website uses Google Analytics which uses cookies to track visitor usage and to monitor your engagement and use of our website, but it will not store, save or collect personal information. Full details are available on Google’s privacy policy.

Where you engage with social media platforms information collected as you browse may be processed by other websites such as Facebook – this could include information about your favorite websites, information about your purchasing habits and what you watched on free video sharing websites.

Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

To opt out of being tracked by Google Analytics across all websites visit <http://tools.google.com/dlpage/gaoptout>.

#### **DISCLOSURE OF YOUR PERSONAL INFORMATION**

In the majority of circumstances we will not disclose your personal data without consent. We may however share information without your consent to:

1. Other organisations within the RAC group, but only when it is absolutely necessary. This could include where other organisations in the RAC group provide support functions such as marketing, customer services, administration and finance. We always make sure they have the right policies and procedures in place to keep your data safe and secure.
2. Third party services to help maintain the security and performance of our website. To deliver this service it processes the IP addresses of visitors to our website.

#### **WHERE WE STORE YOUR PERSONAL DATA**

All personal information you provide to us is stored on secure servers located in the United Kingdom.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our website; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

#### **LINKS TO OTHER WEBSITES AND SOCIAL MEDIA**

Our website may contain external links to and from other websites and social media platforms such as Facebook and Twitter.

This privacy notice does not cover the links within our website linking to other websites. We encourage you to read the privacy statements on the other websites you visit and you should check their privacy notice and terms carefully. We cannot accept any responsibility or liability for any other website except BePhoneSmart.uk.

This website may also use social media sharing buttons or short links to social media platforms. We recommend that visitors to our website check the privacy policies held with each social media platform carefully before using such social sharing buttons. Social media platforms may track and save your request to share our webpage. You should always ensure that you exercise care in ensuring your use of these platforms reflects your privacy choices.

#### **YOUR RIGHTS**

We try to be as open as it can be in terms of giving people access to their personal information. You can find out what personal information we hold by making a 'subject access request' under the Data Protection Act 1998. If we do hold information about you we will:

- give you a description of it;
- tell you why we are holding it;
- tell you who it could be disclosed to; and
- let you have a copy of the information in an intelligible form.

To make a request for any personal information we may hold you need to put the request in an email to [BePhoneSmart.uk@rac.co.uk](mailto:BePhoneSmart.uk@rac.co.uk).

You also have the right to ask us to correct or delete any inaccurate information we hold about you.

#### **CHANGES TO OUR PRIVACY POLICY**

Any changes we make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy.

#### **WHO TO CONTACT**

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to [BePhoneSmart.uk@rac.co.uk](mailto:BePhoneSmart.uk@rac.co.uk).

#### **DATA PROTECTION ACT 1998**

For the purpose of the Data Protection Act 1998 the data controller is RAC Motoring Service of RAC House Brockhurst Crescent, Walsall, WS5 4AW.