

PRIVACY STATEMENT

Automotive Trade Database (ATD) are committed to protecting the privacy of anyone using our site and the confidentiality of any information that you provide us with. The purpose of this statement is to set out how we use any personal information that we may obtain from you.

Use and collection of personal information

In general you can visit our website without telling us who you are and without revealing any information about yourself. If, however, you use our site you will need to register and you will be asked to provide certain information such as your contact details. We will store this data and hold it on computer or otherwise.

We may use information that you provide:

- (a) To register you with our website and to administer it.
- (b) For assessment and analysis e.g. marketing, customer and product analysis, to enable us to review, develop and improve our services.

Cookies

There is a technology called “cookies” which may be used by us to provide you with, for example, customised information from our website. A cookie is an element of data that a website can send to your browser which may then store it on your system. If you wish, you can usually adjust your browser so that your computer does not accept cookies. Please remember cookies do not contain confidential information such as your home address, telephone number or credit card details. We do not exchange cookies with any third party websites or external data suppliers.

Marketing

Please note that your information may be used to send you details of those products or services that we offer that we have identified as likely to be of interest to you. This will be in accordance with the preferences that you indicated when you completed the online form.

If at any point you would like to opt-out of receiving communications from us, or would like to change the channels (such as email or post) that we use to contact you, please contact us at adam@automotivetradedatabase.co.uk

We will not pass any of your personal details on to third parties unless it is necessary to facilitate your enquiry. In addition to any personal data you might supply to us, we collect aggregate information and statistics for the purposes of monitoring website usage in order to help us develop the site and our services and we may provide such aggregate information to third parties. These statistics will not include information that can be used to identify any individual. This data is primarily used to optimise our website for our visitors and search engines, however we may use this data for marketing purposes. An example of how this data could be used for marketing purposes would be to tell potential partners how many visitors we get to the website, where our visitors come from, and how they arrive at our website.

Unsubscribe

If you do not wish to receive any email information from ourselves you can unsubscribe from it in part or whole by clicking on the unsubscribe link provide at the bottom of the page in each email

This will be undertaken immediately

Security

We endeavor to take all reasonable steps to protect your personal information. However, we cannot guarantee the security of any data that you disclose online and we will not be responsible for any breach of security unless this is due to our negligence or willful default.

General

You have the right to see personal data (as defined under the Data Protection Act) that we keep about you upon receipt of a written request and payment of a fee of £10. Any request should be sent to:

Adam Chambers, Automotive Trade Database Ltd, 1st Floor, 2 Woodberry Grove,
Finchley, London, N12 0DR