

Privacy policy

Overview

In this policy, we (Pinkstone Cars Ltd, T/A Lexus Stoke, Stanley Matthews Way, Stoke on Trent, ST4 4DD), describe how we may make use of any personal data that you may supply to us, when you (1) enquire about purchasing a vehicle/after sales service/product from our Lexus Centre, and (2) purchase a vehicle/after sales service/product from our Lexus Centre.

We are committed to taking your privacy seriously and ensuring that the personal information that we collect from and about you is processed in accordance with all relevant legal requirements and protected. We will only use your personal information to manage the customer relationship (e.g. to deal with your queries), provide you information about products and services you have requested and on occasion, for the purposes of research and analysis.

This policy also tells you how you can access and update your personal information and other choices you have about how we use your personal information (including how to withdraw your consent from us at any time).

Maintaining the security of your data and ensuring that you are in control of how your data is handled is a priority at Pinkstone Cars Ltd. We are dedicated to ensuring that we are transparent about the data that we collect about you, how we use it and the conditions whereby we may disclose your data to others. We will ensure that your data is kept secure and that you are aware of the steps we have taken to ensure the security of your private information.

For any questions relating to this policy, or questions about the data we hold on you, or if you'd like to withdraw your consent to us processing your data/sending you marketing communications, please send an email to gdpr@pinkstonesmotorgroup.com

This policy applies whether you visit our website, make an enquiry or engage with us on the telephone, and aims to provide you with information about:

- Personal data we collect
- How we may use your personal data
- Your legal rights relating to your personal data

We may update this policy from time to time if necessary.

Manage Your Personal Data

To request the details we may hold on file, or for any queries regarding your personal data with us, email gdpr@pinkstonesmotorgroup.com

To withdraw your consent from us processing your data/withdraw consent from receiving marketing communications, email gdpr@pinkstonesmotorgroup.com

Personal data we collect

We will only collect relevant data to enable us to be able to respond to your enquiries, to complete a purchase and to fulfil a contract. When you purchase a product/service, we work on a legitimate interest basis, which we explain as you make your purchase, and you are also given the opportunity to opt-out of marketing communications. We will contact you regarding that purchase, in particular for a vehicle and its servicing/MOT/warranty/safety check/other requirements, along with offers to upgrade your vehicle if we feel the offer is relevant and likely to be of interest to you. If you have taken out a contract with Toyota Financial Services, we will contact you at key times to update you on your vehicle and finance options, such as upgrading to another car or choosing to keep the vehicle at the end of the agreement.

You may choose to opt out of these communications at any time, for either sales or service, or both, by sending an email to gdpr@pinkstonesmotorgroup.com. Below, we have set out in more detail the personal data we collect and why we collect it. We review our data retention periods regularly and will only hold your data for as long as it is necessary for the original purpose it was intended for, as required by law or as set out in any relevant contract we have with you.

We will share any personal information we hold about you, including your contact details, your vehicle identification number (VIN), registration number, order information and purchasing history, mobility information and service information), with Lexus (UK) Plc ("Toyota (GB)").

Personal data collection sources

We collect personal data from a number of sources, which are:

If you call us to enquire about a product/service

If you email us to enquire about a product/service

If you contact us through the contact form on our website, to enquire about a product/service

If you contact us via WhatsApp to our number 01782 599200

If you visit our Lexus Centre to enquire about a product/service

If you contact us via social media to enquire about a product/service

If you give your details to a representative of our company at an event where we have a display of vehicles, to enquire about a product/service

If you purchase a product/service from us, we'll need enough information to complete the transaction and fulfil any contract

Types of data collection

(1) Enquiry

When you enquire about a product/service, we will need enough personal information to assist you with your enquiry. In most cases to respond, the categories of information we need will be your:

full name

phone number to discuss your enquiry

email address to respond to discuss your enquiry and to send you further, relevant information to your enquiry, such as a brochure, or to confirm appointments, such as a test drive.

If you have a vehicle to part exchange, we will also need to have the make/model and condition details, and registration.

In some instances, we may require a full address, for example, to post a brochure at your request.

If you intend to test drive one of our cars, we will also need to take a copy of your driving licence before the test drive, for insurance purposes.

Phone calls inbound/outbound to our Lexus Centre number, 01782 599200 or other telephone numbers diverted to this telephone number, may be recorded for staff training and monitoring purposes.

Emails and other online messages inbound/outbound from our Lexus Centre to/from our staff may also be monitored for staff training purposes.

(2) Purchase

When you purchase a product/service, we will need enough personal information to fulfil your order.

In most cases to respond, the categories of information we need will be your:

full name

phone number to discuss your enquiry

email address to respond to discuss your enquiry and to send you further, relevant information, such as order confirmations.

if you have a vehicle to part exchange, we will also need to have the make/model and condition details, and registration.

your full address

Phone calls inbound/outbound to our Lexus Centre number, 01782 599200, may be recorded for staff training and monitoring purposes. Emails and other online messages inbound/outbound from our Lexus Centre to/from our staff may also be monitored for staff training purposes.

Use of personal data collected

We only use the personal data that you supply to us for the following purposes:

to fulfil a request you make of us, e.g. sending you a brochure, or taking an order of a product/service

to contact you if we experience problems in fulfilling one of your requests in a timely

manner

to contact you to fulfil a Manufacturer/safety obligation, e.g. to notify you of a safety recall on your vehicle

if you purchase a vehicle from us, we are obliged to alert you to the need for your vehicle to be serviced in line with the Manufacturer service schedule to maintain Manufacturer warranty, and for MOT reminders. If you opt out of marketing for after sales services, we may still send you an MOT reminder to assist you so that you're aware of the expiry date; if you do not wish to receive these either, please email gdpr@pinkstonesmotorgroup.com

marketing communications, regarding relevant vehicles/parts/accessories/after sales services

if you plan to use Toyota Financial Services to fund a new vehicle, we will also need to run a credit check (if the vehicle is for your business, the credit check will be done on your business)

we offer Lexus insurance cover on a vehicle for up to 3 days once collected/delivered from our Lexus Centre, to assist you while getting your own insurance started; if you intend to use this service, we will require a copy of your driving licence for the insurance purposes

Data Retention

Enquiry

When you make an enquiry about a product/service, we'll securely store your personal information for the duration of your enquiry to assist you. If you decide not to purchase the product/service from us, we will hold your data on record for six months in-case you re-contact us about a purchase, so we can best serve you. We may also send you another offer relevant to your vehicle choice in this time, as a new offer price or similar vehicle may be of keen interest. If you do not wish to receive these communications, please advise us when you decide not to purchase. After the six month period, if we have not heard from you or received confirmation that you'd like to continue with any further enquiry, we will securely remove your data from our system.

If you purchase another vehicle elsewhere and advise us of this, we may ask you if we can contact you again at a relevant time in the future, such as when your finance contract and car can be changed again, as you may wish to re-consider purchasing from us, and you can opt-in to receiving these communications for an agreed suitable time; e.g. in 2 years when your contract can be changed and car upgraded, we will send you the latest, relevant offers that you have chosen to receive. As with other communications, you may choose to opt-out of these at any point by emailing gdpr@pinkstonesmotorgroup.com

If you continue with a purchase of a product/service from us, see below:

Purchase

At the end of a finance agreement you have with Toyota Financial Services (TFS), we will contact you to discuss your end of finance agreement and where applicable arrange the required arrangements to fulfil the contract – for example end of finance vehicle appraisal. We will securely store your personal information for 15 years. This

ensures that we can assist you with any queries about your product/service, and covers the duration of the vehicle manufacturer warranty and any finance agreement, as well as making allowances for extended warranty. It also allows us to best serve you if you come back to us and make another purchase, as we can see your purchase/service history. If you purchase a vehicle from us, then we will securely delete your personal data from our systems after 15 years, unless you continue to use our services (e.g. servicing your car / MOT of your car / other after sales services completed on your car / you make another enquiry or purchase). By continuing to enquire or use our services or purchase any products, we class this as continuing to be interested in our services, and so your details remain on our system so we can best serve you. If however you choose not to use any of our services or purchase any of our products for 15 years, and we haven't heard from you or had your vehicle in to us for 15 years, your data will be removed from our systems. We may need to maintain basic vehicle information on our systems for manufacturer / tax reasons, but these will be to a minimum and held securely.

Phone calls/Emails

Phone calls inbound/outbound to our Lexus Centre number, 01782 599200, may be recorded for staff training and monitoring purposes. Emails inbound/outbound from our Lexus Centre to/from our staff may also be monitored for staff training purposes. Phone call recordings and emails are only kept on file for the duration of up to six months so we can assist you with any further queries.

Use of data processors

We may use agencies to fulfil your requests. When we do so each agency will be required to process (i.e. to store, handle and, if needs be, erase) your personal data in accordance with our instructions and not to use it for any other purpose. Each agency will also be required to keep your personal data secure.

If you withdraw your consent to us using the personal data that you have provided to us, then we will suppress such data from our databases and instruct any agency that has access to your data to do likewise.

Access your data / rectify inaccurate data / withdraw consent to process personal data

If you wish to access your personal data, or update / rectify inaccurate data on our system (for example, change of address), or even withdraw your consent from the processing of your personal data, you can do this by contacting us:

in writing, by email to: gdpr@pinkstonesmotorgroup.com

in writing, by letter to: Data Controller, Pinkstones Toyota, Stanley Matthews Way, Stoke on Trent, ST4 4DD

by phone call, to: 01782 599111

Fees

There is no fee to access your personal information we hold. Please note that we take security seriously, and to protect your data, we can only provide full personal information of an individual to that same individual – we cannot give full personal information held on our database to anyone asking for the data on someone's behalf. If you need to rectify inaccurate data, for example a change of address, we will need to confirm your ID beforehand, to protect your data from being changed fraudulently.

If you withdraw your consent to receiving communications/us processing your personal data, then we will suppress such data from our databases and instruct any agency that has access to your data to do likewise. Please note that we may need to retain your name and contact information in order to complete to your request.

If you withdraw your consent to us processing your personal data we shall not be obliged to fulfil any outstanding request that you have made.

If you withdraw your consent to your data being processed by us, that is with Lexus Stoke communications only, and it will not affect consent provided to TGB. If you would like to request to stop receiving marketing communications from Lexus more broadly, that should be made clear in your withdrawal request, so we can forward that instruction to TGB's customer relations team as soon as possible.