



PRIVACY SUMMARY



At Rock Motors Retail Ltd we do all we can to respect your rights to privacy and the protection of your personal information. We are part of Bassadone Automotive Group and this notice sets out a summary of what we do with your information in order to run our business and provide our customers with products and services.

The information we use and where we get it from

We will obtain information about you when you enquire about our products or services. Typically, the information that we obtain will be your contact details and details of any products or services that you have purchased or expressed an interest in purchasing.

Your rights

You have certain legal rights to control what we do with your information. This includes a right to get access to your personal information; to request us to correct or update incorrect information; to object to, or request that we restrict processing your information in certain circumstances; to object to direct marketing; and to receive the personal information you provided in a portable format.

For more information about your rights, including how to exercise them and the circumstances in which they apply, please refer to our terms and conditions on our website: <https://www.rockmotors.gi/Terms>

If you wish to raise a complaint on how we have handled your personal information, you can contact our Data Protection Officer at dpo@bassadone.gi. We hope that we can address any concerns you may have, but you can always contact the relevant data protection authority; The Gibraltar Regulatory Authority.

How Rock Motors uses your information

Where we are required to do so to perform our contract with you, we may process your information for completing warranty work or other after-sales obligations. Where it is in your vital interests, we may use your information to organise and notify you about safety and product recall notices.

We may process your information to comply with legal obligations including assisting HM Customs Gibraltar and Vehicle Licensing Department

We may process your information to allow us to pursue our legitimate interests including for: Analysing our performance to further improve our customer services; market research and for general administration purposes.

For more detailed information about the purposes for which we use your information please refer to our privacy policy on our website
<https://www.rockmotors.gi/Terms>

Sharing your information outside of the Bassadone Group

We keep your information confidential and will only share your information outside of the Bassadone Automotive Group for the purposes mentioned in our privacy notice. This includes sharing with third parties such as vehicle manufacturers for warranty purposes.

Transferring information overseas

Most of the information we hold on you will be held locally, however A Rock Motors Retail Ltd will pass on data to third parties outside of the EU only where lawfully permitted and in compliance with applicable laws. If we transfer your information outside of the EU we will take steps to ensure that appropriate security measures are taken with the aim of ensuring that your privacy rights continue to be protected.

How long we keep your information

We don't keep your information for longer than we need to; for Warranty purposes we retain the data until the end of the calendar year the warranty finishes. For all other records linked to vehicles we will retain the data for 10 years. These periods may be extended if we are required by law to keep your data for a longer period, or if you continue to own and service the vehicle.

Communications about your account

We may contact you with information relevant to the operation and maintenance of your account by a variety of means including; email; text message; WhatsApp; post or telephone. If at any point in the future you change your contact details you should tell us promptly about those changes.

Security

We are committed to ensuring that your information is secure with us and with third parties who act on our behalf. We use many tools to make sure that your information remains confidential and accurate and we may monitor or record calls, emails, text messages or other communications in order to protect you and us.