



## Privacy Policy

### Introduction

Bamboo Marketing (Worcester) Ltd will only collect information that is relevant to providing our services to you, or, in the case of our employees, to enable us to keep accurate information about you during your time in your role. We will keep your information as long as permitted for our legitimate business purposes and for any further retention period that we are legally required to meet. We may sometimes need to transfer your information to third parties who provide services to us; this is done on the understanding that they keep the information confidential and use it only for our agreed purposes. All third parties that we work with are within the UK.

### How we use our employees' information

Bamboo Marketing (Worcester) Ltd holds the following details about its employees:

- Personal information, including your full name, address and date of birth, along with any further personal information that you have provided to Bamboo Marketing and given us permission to record
- Details of any occasions that you contact us or when we contact you

If you provide us with your personal information we will keep the information for as long as is necessary to comply with any statutory or legal obligations or for audit purposes.

### How we use client information

We store and process data on behalf of our clients about their customers and their prospective customers, under the provisions made for legitimate interests in GDPR. It is used in the following ways:

- We employ email, direct mail, text and live telephone calls to contact our clients' data. Events that we contact their data regarding include: Generation of new vehicle sales opportunities and points in a contract where their customers might wish to exchange or upgrade their vehicle. Research, such as measuring customer satisfaction, benchmarking their products and services against others and understanding new potential markets and the appetite for new products. Aftersales support for customers in order to advise them of servicing events due on their vehicle and to make provisions for them to visit the dealership. Customer care, where we contact customers for safety related product recalls and advise about service plans or warranties that are about to lapse. Reminding customers of upcoming bookings in the workshop and making enquiries as to any faults that they wish to have investigated during their visit.

If you would like more information about how we may contact you, please call us on 01905 670870 or email us on [hello@bamboomarketing.co.uk](mailto:hello@bamboomarketing.co.uk). It is very important to us that the contact that we make is relevant, helpful and improves your relationship with our clients.

If you wish to opt out of any of the above types of contact on behalf of our clients, you can do so by clicking here: (unsubscribe button) and telling us which types of contact you wish to stop receiving, We will ensure to desist any contact from which you have opted out within a maximum of two working days.

### **Confidentiality and access requests**

If you make an informal request to see part of your information because you would like to check specific details, we will be happy to discuss these requests with you in a transparent manner. However, as you will appreciate, there is a need for us to protect your confidentiality. We will therefore seek to verify your identity by asking you to provide us with proof by answering some questions or to provide a written authority before we make the information available.

You have the right to see and receive a copy of any personal information we may hold about you. In most circumstances, we will not charge a fee for this service and we will respond within 28 days of the request being received. If, however, the request is unnecessarily lengthy or considered to be mischievously made, we will charge a “reasonable “ processing fee of £10 to cover our administration costs.

To request a copy of the personal information we hold on you, please write to us at;  
Bamboo Marketing (Worcester) Ltd  
Brook Court  
Whittington Hall  
Worcester  
WR5 2RX

You can also email us at [hello@bamboomarketing.co.uk](mailto:hello@bamboomarketing.co.uk)

### **Sharing your details**

Bamboo Marketing (Worcester) may disclose your personal information to other parties or organisations if any of the following applies:

- We have your specific consent; or
- Where we have sold their service or product to you; or
- Where we are required or permitted to do so by law or regulation.

### **Security**

We may record telephone calls for security and training purposes. Call recordings are kept for a maximum of 6 months from the call being made. No financial details are ever recorded and are automatically suppressed.

### **Consent**

Here are Bamboo Marketing (Worcester), we take your privacy seriously. We will only retain and process data for the legitimate interests of our company, our clients' businesses and the interests of the individuals and business entities that we are contacting.

## **Correction of details**

You have the right to have any inaccurate information corrected. To request an amendment to your details please write to:

Bamboo Marketing (Worcester) LTD  
Brook Court  
Whittington Hall  
Worcester  
WR5 2RX

You can also email us at [hello@bamboomarketing.co.uk](mailto:hello@bamboomarketing.co.uk)

## **Complaints**

If you are not satisfied by our actions and how we have used your information you can seek recourse through our internal complaints procedure, the Information Commissioner or the courts.

Our Managing Director will deal with any written complaint about the way a request has been handled and about what information has been disclosed. The Managing Director can be contacted at:

Bamboo Marketing  
Brook Court  
Whittington Hall  
Worcester  
WR5 2RX  
Telephone: 01905 670870

You can also email us at [hello@bamboomarketing.co.uk](mailto:hello@bamboomarketing.co.uk)

If you remain dissatisfied, you have the right to refer the matter to the Information Commissioner.

The Information Commissioner can be contacted at:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
SK9 5AF