

Privacy Statement

Alliance Autocentre Privacy Statement

Alliance Autocentre (trading as UK Parts Alliance Ltd and group refer to <http://www.ukpa.net/>) wants you to feel secure when visiting our website and respect the privacy of all our customers. Our approach to maintaining your privacy is summarised in this privacy statement.

What information do we gather?

We have designed the site and all the facilities connected to it so that, in general, you can visit without the need to reveal personal information. Exceptions to this principle are noted below.

1. Indirectly, through computer protocols

One example of this is 'cookies'. Used by many sites cookies are small automated files sent between computers, which help relate information shown on our site to areas of the site that you have previously visited. (If you are uncomfortable regarding the use of our cookies or cookies in general, please keep in mind that you can disable this function on your computer by changing settings in the preferences or options menu on your browser. Some information about how to disable cookies on different browsers can be found at <http://www.aboutcookies.org/>. Your IP address may also be used to provide us with non-personalised information about users of our site.

Directly, through online forms

We also collect information which you choose to submit to us voluntarily, through online forms provided on this site. It is completely up to you whether you wish to provide information and it will be clear where you are asked to do so.

When using the MOT/Service Reminder facility, we will collect personal information such as name, address and telephone number. We will also collect information on your vehicle including make, model, vehicle registration number and other details solely for the purpose of this facility. Alliance Autocentre website www.allianceautocentre.com will under no circumstance be liable for direct, indirect, special, or consequential damages including any loss of business, revenue, profits, salary or data in relation to your use of the MOT/Service Reminder and our website.

By agreeing to use the MOT/Service Reminder facility, under no circumstances are we liable for you not receiving your MOT/Service Reminder on time, late or not at all. This includes equipment failure or otherwise.

You agree to be fully responsible for any claim, expense, liability, losses, costs including legal fees incurred by us arising from any infringement of the privacy statement set out in this agreement.

How do we use this information?

Electronic information, including your IP address, helps us to analyse usage trends on our site, such as what sections are most popular, so that we can continually improve the information we provide. Information provided by you may also be used for our internal business records or so that we can communicate with you, either to respond to a specific query you have submitted or to keep you up to date with relevant products and services. We may send you promotional materials via the post, or by e-mail (if you have agreed that we can use your email address for that purpose) or we may contact you by telephone.

What about sensitive personal data?

Generally speaking we do not collect sensitive personal data (such as racial or ethnic origin, nationality, political opinions, religious beliefs, etc). In order to tailor product offers to your circumstances we may sometimes ask for more tailored information such as make and model of car etc. As with all data, it is entirely up to you to decide whether or not you are happy to provide this information. You do not need to provide us with personal information simply to browse the site.

Who will have access to this information?

Your information will be available to Alliance Autocentre and other Alliance Autocentre staff who require to use it in the course of their duties (such as administration or marketing). It may also be shared with reputable suppliers that we employ for specific, practical purposes (e.g. sending out mail). From time to time data may also be shared with other companies in the UK Parts Alliance Group (for members of the group, please refer to UK Part Alliance Ltd website

www.ukpa.net) or with carefully selected providers of other relevant products and services, with whom we have developed a special business relationship.

Security

We use appropriate physical, electronic and managerial procedures to ensure that your customer information is safeguarded from unauthorised access or disclosure.

Other websites

Some areas of our site may contain links to other third party sites. These sites are not under our control and should have their own privacy policy.

Opting out

Each form on the site used for you to provide voluntary information includes an opportunity to opt-out of receiving future communications, other than a response to the specific query you may have at the time. If you DO NOT wish to receive future communications please simply click on the check-box at the foot of the form to remove the tick automatically shown in the box. Should you change your mind at some future date about receiving such information, simply let us know by using one of the following addresses:

enquiries@allianceautocentre.com

Alliance Autocentre, Unit 4, Rabone Park, Rabone Lane, Smethwick, West Midlands, B66 2NN.

Can you find out what information we hold about you?

You are entitled to ask whether we hold personal information about you and, if so, to have access to this information and to require it to be corrected if it is inaccurate. You can do this using the contact addresses given above.

Changes

Any amendments to this policy will be published on our website. If you require further information on our privacy statement then please feel free to contact us.

Should you wish to make any changes to the information held or to your consent for your information to be collected, please contact us directly on 0870 242 3754.

To download a PDF version of the website please click on the link below:

[privacy_policy_for_website](#) 22.00 Kb

Thank you for taking the time to read our privacy statement and for viewing our website.