Privacy Notice

Drivespeed Group Limited

1. About this privacy notice

Drivespeed Group Limited is committed to respecting and protecting your personal information. This privacy notice explains how we collect, use, share and protect personal information when you visit our website, contact us, ask about our services, work with us as a business contact, or choose to receive marketing from us.

This notice applies to the Drivespeed Group website. Some companies and brands shown on our website are separate legal entities and may provide their own privacy notice where they collect or use your information for their own purposes.

2. Who we are

Drivespeed Group Limited is the controller of personal information covered by this notice. This means we decide how and why that information is used.

Company number: 10753162
Registered office: 81 Burton Road, Derby, Derbyshire, England, DE1 1TJ
Trading address: 1st Floor, Unit 5, Arabesque House, Monks Cross Drive, Monks Cross, York, YO32 9GZ
Email: info@drivespeedgroup.co.uk
Telephone: 01904 623202

For questions about this notice or how we use personal information, please contact the Compliance Manager using the details above.

3. Personal information we collect

Depending on how you interact with us, we may collect:

- identity details, such as your name and job title;
- contact details, such as your email address, telephone number, postal address and organisation;
- the information you provide in an enquiry, message, survey or other communication;
- marketing preferences and records of your consent, objections or unsubscribe requests;
- business relationship information, including your organisation, role and our communications with you;

- technical and usage information, such as your IP address, browser type, device information, pages viewed, referral source and interaction with our website; and
- any other information you choose to provide to us.

Please do not send us special category information, such as health information, unless it is necessary and we have asked you to provide it.

Information obtained from other sources

We may receive personal information from a company or brand within our group, a business partner, a referral source, publicly available sources, or providers that support our website and communications. Where required, we will tell you the source and provide the relevant privacy information.

4. How and why we use personal information

Purpose	Typical information	Lawful basis
Responding to enquiries and discussing our services	Identity, contact and enquiry details	Taking steps at your request before a contract; legitimate interests in managing enquiries and developing business relationships
Managing relationships with clients, suppliers, partners and professional contacts	Identity, contact, role and communication records	Contract where applicable; legitimate interests in running our business and maintaining professional relationships
Sending requested updates and electronic marketing	Identity, contact and preference details	Consent where required; otherwise legitimate interests where the law permits
Operating, securing and improving our website	Technical, device and usage information	Legitimate interests in providing a secure, effective website; consent or a specific legal exception for relevant cookies and similar technologies

Preventing fraud, misuse and security incidents	Contact, communication and technical information	Legitimate interests in protecting our business, website and users; legal obligation where applicable
Meeting legal, regulatory, tax and recordkeeping requirements, and establishing or defending legal claims	Relevant identity, contact, transaction and communication records	Legal obligation; legitimate interests in protecting our legal rights

Where we rely on legitimate interests, we consider the need for the processing, its impact on you and whether your rights override our interests. You may ask us for more information about this assessment.

5. Marketing

If you choose to receive news, offers, exclusive opportunities or promotions from Drivespeed Group, we will use your contact details and preferences to send those communications. You can withdraw your consent or object to direct marketing at any time by using the unsubscribe option in a message or contacting us.

We will not sell your personal information to third parties for their own marketing. If we propose to share your information with another company for its own marketing, we will explain this and obtain any consent required before doing so.

6. Cookies and similar technologies

Our website may use cookies, pixels, tags, scripts and similar technologies. Some are necessary for the website to work or remain secure. Others may help us understand website use, improve services, remember preferences or support marketing.

Where consent is required, optional technologies will not be used until you have made a choice. Where the law allows a technology to be used without consent, we will provide clear information and any required simple way to object. You can manage your choices through the website's cookie controls. Please see our Cookie Policy for the current list of technologies, providers, purposes and durations.

7. Who we share personal information with

Where necessary for the purposes described in this notice, we may share personal information with:

- companies and brands within the Drivespeed Group where they support an enquiry, service or business relationship;
- website hosting, IT, cyber-security, email, customer relationship management, analytics and marketing service providers;
- professional advisers, including lawyers, accountants, auditors and insurers;
- business partners, suppliers or referral partners where this is necessary to deal with your request and we have a lawful basis to do so;
- regulators, law enforcement bodies, courts, government departments or other authorities where required or permitted by law; and
- a buyer, investor or adviser in connection with a proposed sale, reorganisation or transfer of all or part of our business.

Service providers acting for us must use personal information only on our instructions, keep it secure and comply with data protection law. Where another organisation decides independently how it will use your information, it will be a separate controller and its own privacy notice will apply.

8. International transfers

Some of our service providers may process personal information outside the United Kingdom. If we transfer personal information to a country that is not covered by UK adequacy regulations, we will use an approved safeguard, such as the UK International Data Transfer Agreement or the UK Addendum to the EU Standard Contractual Clauses, and carry out any assessment required by law. You may contact us for more information about the safeguard used.

9. How long we keep personal information

We keep personal information only for as long as it is needed for the purpose for which it was collected, including to meet legal, regulatory, accounting and reporting requirements. We consider the type and sensitivity of the information, the risk of harm, the purpose of processing and any applicable limitation period.

As a general guide:

- website enquiries that do not lead to an ongoing relationship are normally kept for up to 24 months after the last meaningful contact;

- business relationship and contract records are normally kept for six years after the relationship or contract ends;
- marketing records are kept until you withdraw consent or object, with a minimal suppression record retained so that we can respect your choice; and
- cookie and analytics information is kept for the period stated in our Cookie Policy or cookie controls.

We may keep information for longer where required by law, a regulator, a legal claim or an active investigation. We securely delete or anonymise information when it is no longer needed.

10. How we protect personal information

We use appropriate organisational and technical measures designed to protect personal information against accidental or unlawful loss, alteration, disclosure, access or use. These measures include access controls, supplier checks, staff awareness, system security and processes for identifying and responding to personal data breaches. No internet transmission or storage system can be guaranteed to be completely secure.

11. Your data protection rights

Depending on the circumstances, you may have the right to:

- ask for a copy of your personal information;
- ask us to correct inaccurate or incomplete information;
- ask us to delete your information;
- ask us to restrict how we use your information;
- object to processing based on legitimate interests or to direct marketing;
- receive certain information in a portable format and ask us to transfer it;
- withdraw consent at any time, where we rely on consent; and
- ask for safeguards where a significant decision is made solely by automated means.

These rights are not absolute, and exemptions may apply. We may need to confirm your identity before dealing with a request. We will normally respond without undue delay and within one month, although the law allows an extension for a complex request or several requests. We will tell you if this applies.

12. Concerns and complaints

Please contact the Compliance Manager first if you have a concern about how we use your personal information. We will investigate and respond in line with our data protection complaints process.

You can also raise a concern with the Information Commissioner's Office, the UK data protection regulator. Information about current complaint routes and contact details is available at ico.org.uk. If you are outside the UK, you may also be entitled to contact the data protection authority in the country where you live or work.

13. Children

Our website and services are intended for business contacts and adults. They are not directed at children, and we do not knowingly collect personal information from children through this website. Please contact us if you believe a child has provided personal information to us.

14. Links to other websites

Our website may link to websites operated by other organisations, including Drivespeed Group brands and partners. We are not responsible for how those websites use personal information. Please read the privacy notice on any other website you visit.