

# Privacy Policy

The Website is operated by Book Driving Theory Limited ("Book Driving Theory/BDT/we/our/us") a company incorporated in England.

As user of the website (referred to as "you/your") you acknowledge that any use of this website (including any transactions you make) is subject to this Privacy Policy together with our Terms and Conditions.

This privacy policy sets out how Book Driving Theory uses and protects any information that you give us when you use this website.

Book Driving Theory is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

Book Driving Theory may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes.

Book Driving Theory does not knowingly collect data from any unsupervised person under the age of 18. If you are under the age of 18, you must not use the Book Driving Theory website or submit any personal data to us unless you have the consent of, and are supervised by, a parent or guardian.

## What we collect

We may collect the following information:

- name
- contact information including email address
- driving licence number
- demographic information such as postcode, preferences and interests
- credit/debit card or other payment details
- other information relevant to customer surveys and/or offers

## What we do with the information we gather

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- (a) to register you with our website and to manage any account you hold with us.
- (b) to administer our website services.
- (c) to fulfil our agreement with you and to process your order and obtain payment.
- (e) to analyse and profile your shopping preferences e.g. (market, customer and product analysis) to enable us (i) to provide you with a personalised browsing experience when using the website and (ii) to review, develop and

improve the products and services which we offer and to enable us to provide you and other customers with relevant information through our marketing programme.

(f) we may use your information to make decisions about you using computerised technology, for example automatically selecting products and/or services which we think will interest you from the information we have.

(g) We may keep you informed of products and services (including products and services of other companies and organisations and including special offers, discounts, offers, competitions, warranties, insurance and so on) which we consider may be of interest to you by any of the following methods:

Email

Telephone (including automated calls)

SMS text messages and other electronic messages such as picture messaging

Post

(h) We may engage third party payment providers to administer and process your payment card details in order to complete any purchase that you make through the website.

(i) We may store and process your information on our own information technology systems or on systems owned by third parties that may store and process your information on our behalf

### **Telephone calls**

Calls may be recorded to verify content and may be used together with other customer records for regulatory compliance, quality control and staff training, preventing or detecting criminal activity and for complaint resolution.

### **Disclosure of your information**

We may give information about you to the following companies and organisations who may use it for the same purposes as set out above:

(a) to employees and agents of the Book Driving Theory and other approved third parties to administer any accounts, products and services provided to you by us now or in the future.

(b) to agents who (on our behalf) profile your data so that we may tailor the goods/services we offer to your specific needs.

(c) to other organisations for the administration of prize draws or competitions.

(d) to anyone to whom we transfer our rights and duties under our agreement with you.

(e) if we have a duty to do so or if the law allows us to do so.

### **Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable

physical, electronic and managerial procedures to safeguard and secure the information we collect online.

### **How we use cookies**

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about webpage traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

### **Links to other websites**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

### **Controlling your personal information**

We will not sell, distribute or lease your personal information to third parties (except Driver and Vehicle Standards Agency) unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.

You may request details of personal information which we hold about you under the Data Protection Act 1998. A small fee will be payable. If you would like a copy of the information held on you please use one of the contact methods provided on website.

If you believe that any information we are holding on you is incorrect or incomplete, please contact us as soon as possible. We will promptly correct any information found to be incorrect.

### **Product reviews**

We may send you an email inviting you to review and rate the product/services that you purchased.

Please be aware that:

your review may be shared on other Book Driving Theory Group sites.

it is not possible for you to edit/remove your review after submission

If you require any further information on this service or wish to have your review removed, you can contact us.

We may in our absolute discretion accept or reject any product review which may be submitted to us and may edit any such review for both length and/or content as we see fit. All reviews are submitted on the basis that Book Driving Theory or any member of the company may use the review in any format and for any purpose as it sees fit and for any marketing or promotional purposes.