



Gold Drive Advertising Limited is committed to safeguarding and preserving the privacy of our visitors and registered drivers. This Privacy Notice explains what happens to any personal data that you provide to us, or that we collect from you while you visit our site.

## What Information Do We Collect?

In running and maintaining the Gold Drive Advertising website and services we may collect and process the following data about you:

- Information provided voluntarily by you when you register as a driver and when you take part in a campaign, including bank details (sort code, account number).
- Information that you provide when you communicate with us by any means.
- Information about your use of our site including details of your visits such as pages viewed. Such information includes traffic data, location data and other communication data as collected by the third party analytics tools we use on the website. The information is processed in a way which does not identify you personally.

## What Is Our Lawful Basis For Processing?

Under the General Data Protection Regulations, our lawful basis for processing is called “legitimate interest”. Broadly speaking, this means we can process your information if we have genuine and legitimate reasons **and we are not harming your rights and interests**.

All our reasons for processing are detailed in the next section, “How Do We Use This Information?”.

## How Do We Use This Information?

We use the information that we collect from you to provide our services to you. In addition to this we may use the information for one or more of the following purposes:

- To improve our website, user experience and services in order to better serve you.
- To pay you if you are taking part in a campaign.
- To match you with advertisers based on information you submit when registering and completing any additional information request forms we may send. For example, this could include information about where you drive and the car you drive.
- To administer a contest, promotion or survey on our website.
- To provide information to you that you request from us relating to our products or services.
- To provide information to you relating to other products that may be of interest to you. Such additional information will only be provided where you have consented to receive such information.
- To develop insights into our typical member or customer profiles such as common characteristics shared by many of our customers.



- To inform you of any changes to our website, services or goods and products as well as information about advertisers who have expressed an interest in advertising on cars belonging to our members. If you have registered with us, we may provide to you details of similar goods or services, or other goods and services, that you may be interested in. Where your consent has been provided in advance we may allow selected third parties to use your data to enable them to provide you with information regarding unrelated goods and services which we believe may interest you. Where such consent has been provided it can be withdrawn by you at any time by clicking “Unsubscribe” in the emails you receive from us

## How Is This Information Shared?

Under the GDPR, we act as a Data Controller. To provide you with the best service and value, we need to share some of the data we collect with other Data Controllers and Data Processors that are GDPR compliant. For example, we share relevant data with our payments processor, so we can pay you.

We will never disclose or share your personal information to any other party other than in accordance with this Privacy Notice and in the circumstances detailed below:

- In the event that we sell any or all of our business to the buyer.
- Where we are legally required by law to disclose your personal information.
- To further fraud protection and reduce the risk of fraud.

## How Do We Use Cookies?

Cookies provide information specific to the computer accessing a particular website. We may use cookies where appropriate.

We may gather information about your use of our website using cookies. Where used, these cookies are downloaded to your computer and stored on the computer’s hard drive as text files. Such information does not identify you personally.

You can adjust your browser settings to reject cookies. This can easily be done in the privacy settings menu of your web browser. However, in a few cases, some of our website features may not function as a result.

## How Do We Store And Transfer Your Information?

We keep your data stored for a reasonable amount of time so that your experience with us is consistent. We will delete your information if we have not heard from you or you did not update your details in the last five years.

In operating our website it may become necessary to transfer data that we collect from you to locations outside of the European Union for processing and storing. By providing your personal data to us, you agree to the transfer, storing or processing of your data in this way. We take precautions to make sure that your data is treated and stored securely and require that firms in non EU locations who process and store this data have sufficient safeguards such as EU-US Privacy Shield

Although we take extensive measures of protecting the information sent to us, like using secure transfer protocols (HTTPS), the sending of information via the internet is not totally secure and on occasion such information can be intercepted. We cannot guarantee the security of data that you choose to send us electronically, Sending such information is entirely at your own risk.



## What Are Your Rights To Your Information?

Under the “General Data Protection Regulation” (GDPR) you have certain rights regarding your information, detailed below:

- You can request a copy of all the information we hold about you. Please note that in some cases we may charge a small fee to cover the administrative costs of supplying this information.
- You can ask us to correct information you think is inaccurate. We want to make sure that your personal information is accurate and up to date.
- You can ask us to erase all the information we hold about you.
- You can withdraw consent if you previously agreed to our Privacy Notice.
- You can lodge a complaint with the “Information Commissioner's Office” (ICO) if you have any concerns regarding how we use your data by going to <https://ico.org.uk/concerns/>.

To exercise your rights and for any questions, please contact us by email at [contact@golddrive.co.uk](mailto:contact@golddrive.co.uk).

## Changes To Our Privacy Notice

We keep our privacy notice under regular review and we will place any updates on this web page.

## How To Contact Us

Please contact us if you have any questions about our privacy notice or information we hold about you at the email address [contact@golddrive.co.uk](mailto:contact@golddrive.co.uk).