

# Armin Drive Limited Driving School

## Website Privacy notice and Cookie policy

### (Updated April 2023)

#### Introduction

Armin Drive Limited Driving School collects and processes your personal information in accordance with this privacy notice. This notice provides you with information regarding our obligations and your rights in compliance with the General Data Protection Regulation (GDPR).

Armin Drive Limited is owned and run by Armin Vass and Eva Salanki, whose registered office is at PE2 8GA, 133 Apollo avenue, Peterborough, UK.

#### Information That We Collect From You

We will collect data directly from you (the customer) during telephone conversations, from email, any electronic messaging, or from your parent or anyone else that you give permission to provide such information required to book driving lessons and form a contract with us. We may also collect payment data from telephone conversations, BACS transfers.

#### How we use your personal data

- We use your personal data to provide our services or products to you. We may also use Customer Data to telephone, text, email and send you postal (direct mail), to ensure you are fully aware of our terms and conditions, booking confirmation and any other information we deem necessary to fulfil our contract with you.
- Our driving instructors may use driving lesson recording devices, like dashcams or similar video recording devices that are utilised to enhance your training experience. The data and footage captured may also be used as evidence in the event of an insurance claim or police investigation.
- We use franchised driving instructors to provide you with driving lessons. Your personal data such as name, address and phone number will be passed to the driving instructor that has been allocated to provide your driving lessons. They will also receive information regarding payments made but this will not include any card details unless you choose to make a payment to them direct.
- Upon the successful passing of your practical driving test, it's our standard operating practice to request a photograph that we can place

on our website and social media such as Facebook, Instagram, TikTok and Google My Business for marketing purposes. It is your absolute right to refuse or consent to having a photo taken and for its use as part of our marketing strategy.

We respect your privacy at all times. Your information will never be disclosed or shared with others without your consent, unless required to do so by law.

- User Data that includes data about how you use our website and any online services together with any data that you post for publication on our website or through other online services. We process this data to operate our website and ensure relevant content is provided to you, to ensure the security of our website, to maintain back- ups of our website and/or databases and to enable publication and administration of our website, other online services and business. Our lawful ground for this processing is our legitimate interests which in this case are to enable us to properly administer our website and our business.
- Technical Data that includes data about your use of our website and online services such as your IP address, details about your browser, length of visit to pages on our website, page views and navigation paths, details about the number of times you use our website, time zone settings and other technology on the devices you use to access our website. The source of this data is from our analytics tracking system. We process this data to analyse your use of our website and other online services, to administer and protect our business and website, to deliver relevant content and advertisements to you and to understand the effectiveness of our advertising. Our lawful ground for this processing is our legitimate interests which in this case are to enable us to properly administer our website and our business and to grow our business and to decide our marketing strategy.

### Sharing or Disclosing Your Personal Data

Whilst we will never disclose or share your data with others without your consent, we use third party processors to provide our services; these companies will process or store your information on our behalf.

We use the following third parties:

- Our accountants may see your name on our bank statements
- Our website developer may see personal details such as your name, and contact details
- We ensure all processors acting on our behalf act in accordance with this privacy notice.

## Your Rights

Under GDPR you have the right to access personal information that Armin Drive Limited Driving School processes about you.

You can request from us information about –

- The personal data we hold about you
- The categories of personal data concerned
- The purposes of the processing
- Details to whom your personal data has/will be disclosed
- How long we retain your personal data
- If we did not collect the data directly from you, information about the source

You may also request from us the following-

- That we update any incomplete or inaccurate data about you
- Request that we delete your personal data in accordance with GDPR

You may request we action your rights by contacting us at Armin Drive Limited Driving School, PE2 8GA, 133 Apollo avenue, Peterborough, UK Or by emailing us at [mail@armindrive.com](mailto:mail@armindrive.com)

To ensure your data is protected, if we receive a request from you to exercise your rights, we will ask you to verify your identity before acting on the request.

## International Transfers

Your personal data may be processed outside the UK by us or the third party we use. Your personal data may be processed in the following countries.

- We use a website developer in Hungary, Europe to develop and host our website services.
- We process any other data in the UK

Where these transfers take place, we will ensure the same high standard of protection for your personal data at all times.

## Security & Safeguarding Measures

All personal data collected is transferred and stored securely, using industry standard encryption protocols, and approved transfer mechanisms. Please note however, that we cannot guarantee that the measures we maintain will guarantee the security of the information.

Our team is trained on the importance of Privacy and Data Protection and will adhere to our internal policies.

## How Long We Retain Your Data

Armin Drive Limited Driving School only retains personal information for as long as is necessary. For further details on our data retention periods please contact us.

## Cookie disclosure

We have included cookies, web beacons and similar technologies into one section because they all perform similar functions even if, from a technical perspective, they work slightly differently. All of these technologies allow us to better understand how users are using our website and other related services. They can also be an essential part of providing certain online functionality.

They are all essentially small data files placed on your computer (or other device) that allow us to tell when you have visited a particular page, or performed a particular action (such as clicking a particular button) on our website. These technologies are used by most websites as they provide useful insight into how the services are being used, as well as improving speed, performance and security, and enabling us to improve our personalisation of your experience.

### Cookies

These are small text files placed in the memory of your browser or device when you visit a website. Cookies allow a website to recognize a particular device or browser. There are several types of cookies:

- Session cookies expire at the end of your browser session and allow us to link your actions during that particular browser session.
- Persistent cookies are stored on your device in between browser sessions, allowing us to remember your preferences or actions across multiple sites.
- First-party cookies are set by the site you are visiting.
- Third-party cookies are set by a third party site separate from the site you are visiting.

There are a number of ways that you can influence how cookies are used on your particular device. Most commercial browsers (such as Chrome, Safari, Edge, Internet Explorer, Firefox etc) allow you to set preferences for whether to allow or block website cookies. They will also provide tools that allow you to remove any cookies that have already been set. Using the 'Help' functionality of your browser, or an internet search, will help you to understand how to use these features for your particular browser.

## Web Beacons

– Small graphic images (also known as “pixel tags” or “clear GIFs”) that may be included on our sites and services that typically work in conjunction with cookies to identify our users and user behaviour.

## More detail about our use of cookies

Our uses of such technologies fall into the following general categories:

1. **Operationally Necessary.** We may use cookies, web beacons, or other similar technologies that are necessary to the operation of our sites, services, applications, and tools. This includes technologies that allow you access to our sites, services, applications, and tools; that are required to identify irregular site behaviour, prevent fraudulent activity and improve security; or that allow you to make use of our functions such as shopping-carts, saved search, or similar functions;
2. **Performance Related.** We may use cookies, web beacons, or other similar technologies to assess the performance of our websites, applications, services, and tools, including as part of our analytic practices to help us understand how our visitors use our websites, determine if you have interacted with our messaging, determine whether you have viewed an item or link, or to improve our website content, applications, services, or tools;
3. **Functionality Related.** We may use cookies, web beacons, or other similar technologies that allow us to offer you enhanced functionality when accessing or using our sites, services, applications, or tools. This may include identifying you when you sign into our sites or keeping track of your specified preferences, interests, or past items viewed so that we may enhance the presentation of content on our sites;
4. **Advertising or Targeting Related.** We may use first-party or third-party cookies and web beacons to deliver content, including ads relevant to your interests, on our sites or on third party sites. This includes using technologies to understand the usefulness to you of the advertisements and content that have been delivered to you, such as whether you have clicked on an advertisement.

The cookies currently in use on this site are as follows:

_ga, _gat, _gid	Performance Related – Analytics cookies set by Google Analytics
osano_consentmanager	Stores the user's current consent status
osano_consentmanager_expirydate	Stores the expiration of the user's captured consent
osano_consentmanager_uid	Stores the user's unique consent identifier.

## Legal Basis

Our Legitimate interest (GDPR Art 6(1)(f)): The integrity, security and performance of our systems and infrastructure is a vital part of the services that we offer. We consider that it is in our legitimate interest to maintain and protect our systems to this end.

For this, and website usability reasons, we do not explicitly seek your consent to place these particular cookies.

## How do I change my cookie settings?

You can block most cookies by activating the setting on your browser that allows you to refuse all or some cookies. Please note, blocking all cookies may restrict access to all or parts of our website, or you may experience reduced functionality when accessing certain services. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies as soon you visit our website. Learn how to turn off cookies for your web browser:

- [Adjust cookie settings in Chrome](#)
- [Adjust cookie settings in Firefox](#)
- [Adjust cookie settings in Internet Explorer](#)
- [Adjust cookie settings in Safari](#)
- [Adjust cookie settings in Microsoft Edge](#)

### Website Analytics

We use Google Analytics to better understand what people look at on our website. When people visit our site, information about their visit (such as which pages they look at, how long they spend on the site and so on) is sent in an anonymous form to Google Analytics (which is controlled by Google). The data contains information about anyone who uses our website from your computer, and there is no way to identify individuals from the data. As analytics information is not personal data, we do not specifically ask for your prior consent.

### Changes to our privacy policy

This privacy policy may change from time to time in line with legislation or industry developments. We will not explicitly inform our clients or website users of these changes. Instead, we recommend that you check this page occasionally for any policy changes.

### Your acceptance of these terms

By using this Site, you signify your acceptance of this policy. If you do not agree to this policy, please do not use our Site. Your continued use of the Site following the posting of changes to this policy will be deemed your acceptance of those changes.