

# Privacy Notice

## ARC Motorhome and Caravan Services Ltd

### 1. Introduction

Welcome to **ARC Motorhome and Caravan Services Ltd**. We are committed to protecting the privacy and security of your personal data. This Privacy Notice explains how we collect, use, and protect your personal data, and your rights in relation to that data.

This notice applies to all personal data we collect, whether through our website, in person, over the phone, or via email. We are the data controller for the personal data we process, and we are registered with the Information Commissioner's Office (ICO).

### 2. Who We Are

- **Company Name:** ARC Motorhome and Caravan Services Ltd
- **Registered Address:** Unit C3, Lympne Distribution Park, Otterpool Lane, Lympne, Kent, United Kingdom, CT21 4LR
- **Trading Address:** As above
- **Company Registration Number:** 12369659
- **Data Protection Officer (DPO):** Diane Croucher
- **Contact Email:** [diane@arcmcs.com](mailto:diane@arcmcs.com)
- **Contact Phone:** 01303 533333

### 3. The Personal Data We Collect

We may collect and process various types of personal data about you to provide our services:

- **Contact Information:** Name, address, email address, and telephone number.
- **Vehicle Information:** Make, model, registration number, VIN (Vehicle Identification Number), and service history.
- **Payment Information:** Credit/debit card details (processed securely by a third-party payment provider), bank account details for refunds.
- **Communication Data:** Records of your correspondence with us via phone, email, or in person.
- **Website Usage Data:** Information about how you use our website, including your IP address, browser type, operating system, and pages you have visited.
- **Marketing Preferences:** Your preferences for receiving marketing communications from us.

We do not generally collect "special category data" (e.g., health data) unless it is provided to us by you for a specific purpose, such as to inform us of any accessibility requirements.

### 4. How and Why We Use Your Personal Data

We will only use your personal data when the law allows us to. We use your data for the following purposes and on the following legal bases as set out in the UK GDPR:

- **To provide our services to you (Contract):** We use your contact and vehicle information to book appointments, perform services and repairs on your motorhome or caravan, and manage your service history.
- **To process payments (Contract/Legal Obligation):** We use your payment information to process transactions for the services we provide. We retain transaction data as required by law for accounting and tax purposes.
- **To communicate with you (Legitimate Interests):** We may contact you regarding your service appointment, to provide quotations and invoices, or to respond to your queries.
- **To manage warranties and recalls (Legitimate Interests/Contract):** We may need to share your vehicle and contact details with manufacturers or warranty providers to facilitate warranty claims or safety recalls.
- **To send marketing communications (Consent):** If you have opted in, we will use your contact details to send you information about our services, special offers, and news. You can withdraw your consent at any time.
- **To improve our services and website (Legitimate Interests):** We use website usage data to analyse how our website is used and to improve its functionality and content.
- **To comply with legal obligations (Legal Obligation):** We may process your personal data to comply with legal or regulatory requirements, such as those related to health and safety or fraud prevention.

## 5. How We Share Your Personal Data

We may share your personal data with the following third parties:

- **Service Providers:** Companies that provide services to us, such as IT support, secure payment processing, and accounting.
- **Suppliers and Service Providers:** Companies who provide services on our behalf, such as parts suppliers or specialist contractors, to complete a repair or service.
- **Manufacturers and Warranty Providers:** To process warranty claims and safety recalls.
- **Financial Institutions:** For processing payments.
- **Regulatory Authorities:** When we are legally required to do so, such as with the ICO or HMRC.
- **Third-Party Service Booking Platforms:** If you book our services through a third-party platform.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

## 7. Data Security

We store all personal data on secure servers and take appropriate technical and organisational measures to protect it from unauthorised access, loss, or misuse. We will retain your personal information for as long as is necessary to provide our services and to

comply with our legal obligations. Financial records are typically retained for a minimum of six years after the end of the financial year to meet tax requirements.

## 9. Your Rights

Under UK GDPR, you have the rights to:

- **Request access** to the personal data we hold about you.
- **Request correction** of any inaccurate or incomplete data we hold about you.
- **Request erasure** of your personal data in certain circumstances.
- **Object to processing** of your personal data, particularly for direct marketing purposes.
- **Request a restriction** on the processing of your data.
- **Request a transfer** of your data to another organisation.
- **Withdraw consent** at any time where our processing is based on your consent.

You can exercise these rights by contacting us using the details below. We may ask for proof of identity to ensure we are dealing with the correct person.

## 10. How To Contact Us

If you have any questions about this privacy notice or our data protection practices, or if you wish to exercise your rights, please contact us at:

ARC Motorhome and Caravan Services Limited, Unit C3, Lympe Distribution Park,  
Otterpool Lane, Lympe, Kent, United Kingdom, CT21 4LR. Email: [diane@arcmcs.com](mailto:diane@arcmcs.com)  
Phone: 01303 533333

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO), the UK's supervisory authority for data protection issues.

## 11. Website Cookies

Our website uses cookies to distinguish you from other users. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. For detailed information on the cookies we use and the purposes for which we use them, please see our separate [Cookie Policy](#).

## 12. Changes to this Privacy Notice

We may update this privacy notice from time to time to reflect changes in our data processing activities. We encourage you to review this notice periodically.

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