

Fair Collection Notice

When you buy a product or receive services from:

- Pertwee & Back Limited;
- other Ford dealers; and/or
- Ford Motor Company Limited ("Ford")

certain information about you and your vehicle ("personal information") will be collected.

This notice explains how your personal information will be used and who it will be shared with.

Who we share your information with

Your personal information may be disclosed:

- to companies or other organisations that Ford and/or Pertwee & Back Limited have engaged to provide services on their behalf;
- to companies or other organisations where you have asked us to or agreed that we may share your personal information with them;
- to any law enforcement agency, court, regulator, government authority or other third party where Ford and/or Pertwee & Back Limited believe this is necessary to comply with a legal or regulatory obligation, or otherwise to protect our rights or the rights of any third party.

Ford may also transfer your personal information for the purposes described in this notice to FCE Bank plc ("Ford Credit") and any Ford Motor Company Group company worldwide and its service providers.

What information will we use?

Ford holds personal information you provide to us such as your name, address, phone numbers and email addresses and information required for financing purposes such as payment information.

We will also collect information about your vehicle(s) include the model, age, registration number, vehicle identification number ("VIN") and mileage.

When you bring your vehicle in for servicing we will collect diagnostic information about your vehicle and keep a record of the work carried out and parts supplied. We explain more about this in a separate section at the end of this notice.

We will also keep a record of information you provide when you write to us or contact our customer service centre.

We may combine the information we hold with information about you or your interests, socio-economic and socio-demographic status, online identifiers and current contact details collected by third parties, but only when those third parties have your consent to this.

How do we use your information?

We may combine and analyse your personal information to help us develop and improve our products and services, to understand our customers better, and to manage and improve our relationship with you. This could include, for example, analysing vehicle diagnostic information, conducting recalls, informing our distribution strategy, evaluating the effectiveness of our marketing and customer service, conducting market analysis and identifying products or services which may be of interest to you, and contacting you to tell you about such products and services.

We would like to make sure the communications we send you and our interactions with you are as relevant to you as possible. As a result, from time to time, we may use information about you collected from third parties (as described in the 'What information will we use?' section above) to help us determine what Ford products and services you might be interested in. We may then send you information about those products and services in accordance with your communications preferences, and use the information we hold about you to inform our customer service centres if you contact them. We may also work with third parties to show you tailored advertising on social media platforms or, if you have consented to the use of cookies, when you browse the internet/visit other websites (please see Ford's cookie guide for more information). You can find out how to stop receiving marketing material from us in the 'Your rights' section below.

Your information will be treated in accordance with UK law concerning data protection and may be transferred within the European Union ("EU")/European Economic Area ("EEA"), as well as to countries outside the EU/EEA (including to the USA). Ford will take reasonable steps to ensure that your personal information is adequately protected when it is transferred to countries outside the EU/EEA.

Your rights

You have the right as an individual to find out what information Ford and/or Pertwee & Back Limited holds about you and for what purposes, as well as to make corrections if necessary. You also have the right in some circumstances to object to our continuing the processing of your personal data.

If you have questions or concerns regarding Pertwee & Back Limited use of your personal information, or would like to access the information that Pertwee & Back Limited holds about you, please contact:

Pertwee & Back Limited, Gapton Hall Road, Great Yarmouth, NR31 0NJ or general@pertwee-and-back.co.uk.

If you have questions or concerns regarding Ford's use of your personal information, or would like to access the information that Ford holds about you, please contact:

Privacy Enquiry, PO Box 616, Hull, HU9 9PR or email: dpeurope@ford.com

Your marketing preferences

Ford and Pertwee & Back Limited would like to keep you up to date with information and offers from Ford, Pertwee & Back Limited and from third parties whose products and services we think you would be interested in.

Please let us know if and how you would like to hear from us by completing the customer consent form, made available by your sales person or service advisor.

Repair, diagnosis and servicing for your Ford vehicle

When your Ford vehicle was manufactured it was assigned a unique number (the Vehicle Identification Number, or VIN). From the VIN we can tell certain information about your vehicle, including its model, age, the software it uses, its technical specifications.

In order to diagnose, analyse, repair or service your vehicle, the technicians working on it will need to collect the VIN together with certain diagnostic information and information about the current state of your vehicle (for example, what software versions it is using, its mileage etc.).

This information will be transferred to a system run by Ford so that the technicians working on your vehicle can be provided with vehicle-specific repair, maintenance and diagnostic information (such as wiring diagrams, vehicle software updates) and information about any past work carried out on your vehicle to assist them to diagnose, repair and/or service it and to enable them to maintain their records.

To make sure your vehicle has a comprehensive diagnosis record, information about what work is done to your vehicle when it is serviced or repaired will be linked to the VIN of your vehicle. This will be transferred to the system and stored so that Ford (or any third parties it authorises to use the system in this way) can make information about past repair or service available to any dealer or repairer anywhere in the world who needs to repair or service your vehicle.

The information held on the system is also used by Ford to enable the diagnosis, repair of your vehicle, to manage and administer warranties and similar products and services, for product safety and research and development purposes and to enable Ford to comply with its legal obligations.

In addition to the transfers of information described above, Ford may also pass this information to:

- companies in the Ford corporate Group for the purposes of research and development and analytics; and/or
- to companies in the Ford corporate Group and/or third parties where Ford Motor Company Limited believes this is necessary to comply with a legal or regulatory obligation, or otherwise to protect the rights of Ford, other companies in the Ford Motor Company corporate group, or the rights of any third party.

Given the global nature of the system, VIN information is transferred to countries outside the European Economic Area by Ford.

If you have any questions, or would like to access the information about your VIN held in the system, please contact Ford at:

Privacy Enquiry, PO Box 616, Hull, HU9 9PR or email: dpeurope@ford.com