

Privacy Policy

Use of your Information

MCS (Scotland) Ltd is committed to respecting your privacy. The information we collect about you will be used to fulfil the required services and enable us to improve how, as an organisation, we deal with you. Should you have a question about the data we store, or our data practices, our contact details are:

MCS (Scotland) Ltd
49 Main Road
Crookedholm
Kilmarnock
KA3 6JT

This information will not be disclosed to anyone outside MCS (Scotland) Ltd or its associated companies, partners, and other companies with which MCS (Scotland) Ltd has arranged services for your benefit.

Personal Data that we collect

We recognise the term 'Personal Data' as formally defined by the General Data Protection Register (GDPR), Regulation (EU) 2016/679 of the European Parliament.

The type of information that we will collect on you and/or your vehicle and you voluntarily provide to us whether in person, by telephone, email or via our website for the services and products we provide includes:

Your name
Address
Telephone number(s)
Email address
Date of Birth
Vehicle information (including registration number, VIN, mileage and warranty repair information)
Driving Licence Number
National Insurance Number
Survey responses
IP address

We may, in further dealings with you, extend this information to include your purchases, services used, demo rides taken, datatag registrations, warranty registration/MCS (Scotland) Ltd used bike warranty, records of conversations and agreements and payment transactions.

Excepting the purchase of a road registered vehicle, where we are legally bound to pass your name, address and date of birth details to DVLA, you are under no statutory or contractual requirement or obligation to provide us with your personal information; however we require at least the information above in order for us to deal with you as a prospect or customer in an efficient and effective manner.

The legal basis for processing your data is based either on your specific consent, compliance with a legal obligation or our legitimate interest that we will have requested or stated at the point the information was initially provided, therefore we will not store, process or transfer your data outside the parties detailed above unless we have an appropriate lawful reason to do so. Unless we are precluded from doing so by law, you have the right to remove your consent at any time to the processing of your data by contacting us and requesting that processing of your details be restricted or deleted.

Disclosure

We will not publish, give, sell or rent your information to anyone, ever. However, we reserve the right to disclose user information in special cases when we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be causing injury to or interference with (either intentionally or unintentionally) Our rights or property, other users, or anyone else who could be harmed by such activities. We also reserve the right to disclose user information when we believe in good faith that the law requires it.

Protection of Personal Information

MCS (Scotland) Ltd uses industry-standard efforts to safeguard the confidentiality of Data, including encryption, firewalls and SSL (Secure Sockets Layer). We have implemented reasonable administrative, technical, and physical security controls to protect against the loss, misuse, or alteration of your Data.

How We Collect Personal Data

We typically collect and process Personal Data in relation to customer transactions and enquiries, our website and, or general marketing activities. Where we do this, we use a number of different tools and technologies including, but not limited to our dealer management system, online diary system & Google Analytics. Our Website also uses Cookie related technologies to track usage. You can read more about how we use cookies on our Cookies page.

Use of Cookies

Cookies are pieces of information that a website transfers to an individual's hard drive for record-keeping purposes. Cookies make web-surfing easier for you by saving your preferences while you're at our site. The use of cookies is an industry standard - you will find them at most major web sites. You can read more about how we use cookies on our Cookies page.

For People Who Visit Our Website (Google Analytics)

When someone visits our Website, we use a third-party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website. For more information please visit our Google Analytics page.

Use of IP Address

An IP address is a number that's automatically assigned to your computer whenever you're surfing the web. Web servers automatically identify your computer by its IP address. On occasions, we collect IP addresses for the purposes of system administration, to analyse aggregate information, and to audit the use of our site.

For People who contact us via Social Media

When you use any of our social media channels we may record and retain information (anonymous or otherwise) about you. This may include your use of our sites and the frequency of your visits. The individual social media channels may also be permitted to share certain information with us in accordance with your personalised privacy settings on those channels.

Any information you provide through our social media channels may be shared within MCS (Scotland) Ltd to enhance your user experience of our social media channels, provide you with customer assistance and/or provide you with information about our products and services. We are always striving to understand our customers better, so we may also record comments and opinions that you make publicly on our social media channels. If you send us a private or direct message via social media the message will be processed only by MCS (Scotland) Ltd. It will not be shared with any other organisations.

Links to Other Sites / "Public" Areas

You should be aware that when you are on our web site, you could be directed to other sites that are beyond our control. There are links to other sites from our web site pages that take you outside our service. These other sites may send their own cookies to users, collect data or solicit personal information. The privacy policies of these other sites may significantly differ from that of us. We are not responsible for the privacy practices of any other sites and cannot guarantee the security of any of your personal information collected there.

How can I manage the information we hold about you

You have the right as an individual to access your personal information we hold about you and make corrections if necessary. You also have the right to withdraw any consent you have previously given us and ask us to erase information we hold about you. You can also object to us using your personal information (where we rely on our business interests to process and use your personal information). You have a number of rights in relation to your personal information under data protection law. In relation to most rights, we will ask you for information to confirm your identity and, where applicable, to help us search for your personal information. Except in rare cases, we will respond to you within 30 days after we have received any request.

You have the right to:

1. Ask for a copy of the information that we hold about you;
2. Correct and update your information;
3. Withdraw your consent (where we rely on it).
4. Object to our use of your information (where we rely on our legitimate interests to use your personal information) provided we do not have any continuing lawful reason to continue to use and process the information. When we do rely on our legitimate

interests to use your personal information for direct marketing, we will always comply with your right to object;

5. Erase your information (or restrict the use of it), provided we do not have any continuing lawful reason to continue to use and process that information;
6. Transfer your information in a structured data file (in a commonly used and machine-readable format), where we rely on your consent to use and process your personal information or need to process it in connection with your contract.

You can exercise the above rights and/or manage your information by contacting us using the details below:

MCS (Scotland) Ltd
49 Main Road
Crookedholm
Kilmarnock
KA3 6JT

Or by email at data@mcs-scotland.co.uk

If you are unhappy, you have the right to lodge a complaint with a data protection regulator in Europe, in particular in a country you work or live or where your legal rights have been infringed. The contact details for the Information Commissioner's Office, the data protection regulator in the UK, are below:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF
0303 123 1113
casework@ico.org.uk

Privacy Policy for Minors

We do not knowingly collect information from minors. If you are under 18, please do not provide any personal information to us.

Your Acceptance of the Terms of this Privacy Policy

By using this site, you signify your consent to the Privacy Policy. If you do not agree to this policy, please do not use this site. The terms of this Privacy Policy may change from time to time without prior notice to you, so please check this page periodically for any changes. Your continued use of this site following the posting of changes to these terms will mean you accept those changes.