

## Privacy Notice for Engine Carbon Clean

### Scope and Purpose of this Privacy Notice

This Privacy Notice explains how Engine Carbon Clean (“we”, “us”, “our”) collects, uses, shares and otherwise processes your Personal Data in connection with your relationship with us as a client, supplier, contractor, franchisee, business contact or being generally interested in our services and products in accordance with applicable data privacy laws and the General Data Protection Regulation (“GDPR”) which became applicable as of 25<sup>th</sup> May 2018.

### Personal Data

“Personal Data” as used in this Privacy Notice means any information relating to you such as your name and contact details and other information as set out below in the “Information we collect”. Personal Data does not include data from which you can no longer be identified such as anonymised aggregate data.

### About Us

Engine Carbon Clean is the ultimate engine detox service, proudly delivered by a global team of highly trained and knowledgeable engineers who go the extra mile with each service they perform on a wide range of engines including motor vehicles and plant equipment. With nearly 20,000 cleans carried out worldwide, Engine Carbon Clean is the market leader with extensive experience across a range of industry sectors including automotive, marine and power generation.

Designed and manufactured in the UK, our innovative service uses the latest in hydrogen technology to help remove the carbon build-up from your engine, with no dismantling of parts or the use of harmful chemicals. It is quick, safe and a totally green product.

### Information we collect

We collect Personal Data you give us which may include the following:

- your name
- your address
- email address
- telephone numbers
- mobile number
- job title
- work history and employment information
- recruitment information
- social network information
- bank details and payment information
- any Personal Data you choose to provide to us

### How we collect your information

We collect your information you choose to provide us by telephone, email, social media, video conferencing, letter, registration forms, our website, trade shows, industry events, third

parties or any other means of electronic, written or personal communication. We may record electronic communication including telephone calls and video conferencing.

### **Uses of your information**

We will process your Personal Data if and to the extent applicable law provides a lawful basis for us to do so. We will only process your Personal Data:

- if you have consented to us doing so
- if we need it to perform the contract we have entered into with you or the institution you work for
- if we are required by law to do so or if we reasonably believe that the use or disclosure is necessary to protect our rights and/or to comply with judicial or regulatory proceedings, court orders or other legal processes
- if we (or a third party) have a legitimate interest which is not overridden by your interests or fundamental rights and freedoms. Such legitimate interest will be the providing of our products or services or administrative or operational processes within Engine Carbon Clean.

We may also use your Personal Data to inform you about our services, products, new developments, customer service functions and any trade exhibitions or marketing events.

### **Social media and marketing**

We try to ensure that our communications are as effective and relevant as possible so that we make the best use of the money we spend on them.

On occasion, we will use information you have given us directly, to tailor our communications with you about our future activities, in your preferred communications method or via social media. We may also use information about how you use our website or interact with our emails so we can make them more effective.

We will also, on occasion, use the information you provide us to target our digital and social media advertising effectively. This could include securely providing contact details such as your name and email address to digital advertising networks or social media companies such as Facebook, Instagram, Google and Twitter. For example, we may use your information to enable us to display adverts to you, or to prospective customers who have similar characteristics to you. Any information we share with social media companies will be shared in an encrypted format and will not be used for their own purposes.

If you would prefer we didn't use your information to provide you with marketing materials in any of the ways listed above, then you have the right to tell us to stop and can do so by getting in touch with us using the details in this Privacy Notice.

You may still see adverts relating to Engine Carbon Clean, even after you have asked us not to use your information for targeted digital advertising, because the social media site or advertising network may select you based on information they hold, such as your location, or websites you have visited, without using information that has been provided by us. You can control the kind of advertising which you see through the relevant social media sites directly.

### **Our requirements**

We may need to request specific information from you to help us confirm your identity and ensure your right to access Personal Data. It is therefore important that the Personal Data

we hold about you is accurate and current. Please let us know if your Personal Data changes during your relationship with us.

### **What if you do not provide the Personal Data we request?**

It is in your sole discretion to provide Personal Data to us. If you do not provide us with all or some of the Personal Data we request, we may not be able to accept an engagement from you to provide all or some of our products or services. We may, therefore, be prevented from either entering or performing our contract of services with you.

### **Change of purpose and anonymisation**

We will only use your Personal Data for the purposes for which we collect it. This is subject to the exclusions which are set out in this Privacy Notice.

In some circumstances, we may anonymise your Personal Data so that it can no longer be associated with you. In this case, it would no longer be classed as Personal Data.

### **Sharing your information**

We may share your Personal Data with other parts of the business including, franchisees, business partners, quality controllers and other service providers we work with. We may also have to share your Personal Data with regulators, public institutions, courts or other third parties.

We do not foresee we will have to transfer your Personal Data from the European Economic Area (EEA) to any parties outside of the EEA. However, if we do so we will always ensure that there is a legal basis and a relevant safeguard method for such Personal Data transfer.

### **Your rights in relation to your Personal Data**

You may request access to or seek the erasure or rectification of your Personal Data that we may hold from time to time. You may also advise us of any restrictions you seek to impose on the processing of your Personal Data or of any objection you have to the process of specific information about you. Where you remain unhappy with the response you receive about the treatment of your Personal Data, you can also contact the information commissioner ([www.ico.org.uk](http://www.ico.org.uk)).

Where you have provided your consent to the collection processing and transfer of your Personal Data, you have the right to fully or partly withdraw your consent. To withdraw please contact us and once we have received notification that you have withdrawn your consent, we will no longer process your Personal Data for the purposes to which you originally consented unless there are compelling legitimate grounds for further processing which override your interests, rights and freedoms, or for the establishment, exercise or defence of legal claims. Where we are processing your Personal Data for direct marketing purposes, you have the right to object at any time in which case we will no longer process your Personal Data for such marketing purposes.

### **How long will we retain your information?**

We will only retain your Personal Data for as long as reasonably necessary to fulfil the purposes for which it was collected and processed after which it will be deleted. This includes any purposes for satisfying any legal, regulatory, accounting or reporting requirements. We will consider the amount, nature and sensitivity of your Personal Data, the potential risk of harm from unauthorised use or disclosure of your Personal Data and the purposes for which we process your Personal Data. This will determine the appropriate

retention period of your Personal Data. Currently we retain file records and accounting records for a minimum of six years.

### **Fees**

You will, in general, not have to pay a fee to exercise any of your individual rights mentioned in this Privacy Notice. However, we may charge a reasonable fee if your request to exercise your individual rights is manifestly unfounded or excessive. Alternatively, we may refuse to comply with the request in such circumstances.

### **Changes to this Privacy Notice**

We reserve the right to update this Privacy Notice at any time and we will make an updated copy of such Privacy Notice available to you.

### **Further information**

If you have any concerns or require any further information, please do not hesitate to contact us on:-

E-mail [enquiries@enginecarbonclean.com](mailto:enquiries@enginecarbonclean.com)

Telephone Head Office on 01923 490705

**Registered Address:** 55 Baker Street, London, W1U 7EU, United Kingdom

**Company Registration No:** GB 09395424

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