

# Privacy Notice

## How we collect, use and store personal information

This privacy notice explains how we collect, use and store personal information about any person using the ElectriX website, apps, products and services. When we refer to a person(s), this includes any identifiable living individual whose personal information we receive in connection with the ElectriX services.

We want you to be confident about how we use personal information. As the data controller of your personal information, we take our responsibilities for security seriously, which is why we invest in our systems and processes to keep your data secure.

## Who we are and how to contact us

ElectriX is a trading name of Buddies Enterprises Limited and cover is arranged and underwritten by Liverpool Victoria Insurance Company Limited (LVIC), both of which are part of the Liverpool Victoria General Insurance Group of companies (LVGIG). Buddies Enterprises Limited registered in England and Wales number 4013396 is authorised and regulated by the Financial Conduct Authority, register number 514428 and LVIC registered in England and Wales number 3232514 is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority, register number 202965. Both companies registered address is: 57 Ladymead, Guildford GU1 1DB. Tel. 0330 1239970

The data controller of any personal information given to us about you is LVGIG.

You can contact us by writing to: Data Protection Officer, 57 Ladymead, Guildford, Surrey, GU1 1DB, or via email at [Gldataprotection@LV.co.uk](mailto:Gldataprotection@LV.co.uk)

## How we use personal information

### Personal information rights

Under data protection law, you have rights we need to make you aware of. The rights available to you depend on our reason for processing your information.

You have the right to:

- access the personal information we hold about you
- correct personal information you think is inaccurate or to update information you think is incomplete
- have personal information deleted in certain circumstances
- restrict us processing personal information, under certain circumstances
- receive personal information in a portable format – this only applies to information you have provided to us
- object to us processing personal information, under certain circumstances

You can also ask us to have a team member review an automated decision.

If you have any questions about how we process personal information, please get in touch with us by writing to: GI Customer Support, LV=, County Gates, Bournemouth, BH1 2NF or email us at [electrix@lv.co.uk](mailto:electrix@lv.co.uk)

You can also contact our Data Protection Officer by writing to: Data Protection Officer, 57 Ladymead, Guildford, Surrey, GU1 1DB, or via email at [Gldataprotection@LV.co.uk](mailto:Gldataprotection@LV.co.uk)

## How we collect, use and share personal information

We only collect information we need and have strict controls to keep it safe. We collect personal information to provide our website, apps, products and services to you.

We collect personal information such as name, address, email address, telephone number, IP address. Information will be held in digital and/or paper files.

We collect the personal information you give us when you use our websites and apps, or when you get in touch by phone or email.

The personal information we collect will be used by us and third parties who process information on our behalf.

## Legal grounds for processing personal information

By law, we must have a legal justification to process your personal information for the purposes described in this privacy notice.

We'll process personal information for our legitimate interests, when we have a business reason to do so. This includes but is not limited to:

- if we provide a service to you and need to fulfil a contract agreement e.g. a car lease;
- developing, improving, and personalising our products and services;
- enhancing our service and relationship (e.g. market research, business analysis, providing relevant service information);
- developing and improving our administration, security systems and applications;
- sharing it with third parties in the event of organisational change (e.g. if we bought or merged with another organisation);
- sharing personal information with other LV= companies and the Allianz Group.

If we need consent to process your personal information, we'll ask you first. You can withdraw this consent any time.

## International transfers

In the event that we process personal information outside the UK, the processing in those locations is protected by UK and European data standards.

If the information you provide to us is transferred to countries outside the UK and the European Economic Area (EEA) by us or our suppliers, steps will be taken to make sure appropriate security measures are in place with the aim of ensuring that your privacy rights continue to be protected.

## Marketing

We work with selected partners to show you relevant online adverts on third-party websites and social media platforms. We also use personal information to identify the right audiences for our advertisements. The partners we work with don't use your information for their own reasons, and we make sure they delete it once we've identified audiences.

We'll send you marketing information by email, post, phone and/or SMS about information, products, services and discounts related to electric vehicles if you've given us permission. The marketing information we send includes information about products, services, discounts and business updates.

If you don't want to receive marketing, you can tell us any time by emailing us at [electrix@lv.co.uk](mailto:electrix@lv.co.uk)

If you opt out of marketing, we'll still send you important service information. We prepare campaign lists in advance so you may not stop receiving marketing communications immediately after opting out.

## Automated decision making and profiling

If you choose to get marketing information from us, we may use profiling and automated decision making to make our marketing more relevant, e.g. personalising the channels, marketing messages and the information you're sent.

Where we make an automated decision that has a legal or substantially similar effect, you may request a team member to review that decision. We will consider your comments and assess whether the decision was made correctly.

## Competitions, prize draws and similar promotions

If you participate in any of our competitions, prize draws and similar promotions, we will use your personal information to administer these activities. These activities have additional terms and conditions which will contain more information about how we use and share your personal information.

If you send us your personal information to enter a competition, prize draw or similar promotion, we will process your entry details to allow for winners to be contacted after the closing date. Please refer to the specific terms and conditions of the competition, prize draw or promotion that you are entering for further details.

If you enter via social media channels, your personal information is subject to the retention and deletion process of that channel, so please refer to them directly for information on how your data will be processed.

## Market research agencies

We may share personal information with market research agencies who will conduct market research and business analysis on our behalf.

## Communications

When you contact us, personal information that you give us will be recorded and stored on our systems.

Calls and web chats will be recorded. This helps us improve our service, train our staff and respond to complaints.

All communications will be in English. You can get documents from us in writing, Braille, large print or audiotape by contacting us.

## Cookies and similar technologies

We use third-party advertising technology on our website, apps and emails, such as the use of cookies or small text files on our website or pixels within emails.

We use cookies and similar technologies to provide online services, enhance your online experience, deliver content when you are browsing elsewhere and help us understand how our website, apps and emails can be improved.

We do not store any contact details or banking information.

If you want to find out more about our use of cookies, please see our cookie policy on our website for more information.

## Specialist services we use

We use other companies to provide some services, e.g. car leasing, communication services, marketing agencies, reward voucher and incentive scheme administrators, etc.

We'll give them the personal information they, or their sub-contractors, need to manage their service.

We also use the following to provide our services:

- geo location data (e.g. information that can see where an electronic device is)
- device recognition (e.g. the device you have been using to access this website)

## How long we keep personal information

When you interact with us via our website or email, we will keep your personal information for up to 3 years. This is so that we can assist you with your query, maintain an audit trail, handle any complaints, for training and monitoring purposes and for business analysis to help us improve our services and tailor the content we present. If you purchase a product from ElectriX or one of our appointed companies or representatives, we will keep your personal information for up to 6 years after the termination of the service.

If you speak to us on the phone and we record the call, we'll keep a copy of the recording for up to three years to help us handle any complaints and for training and monitoring purposes.

In some cases, we may need to hold your information for longer than this if we have a valid reason to keep the data.

## Right to make a complaint

If you have any questions about the way we process personal data please contact us at [Gdataprotection@LV.co.uk](mailto:Gdataprotection@LV.co.uk)

If you're not satisfied with the outcome of your query, you can contact the Information Commissioner's Office on 0303 123 1113 or visit [ico.org.uk/concerns](https://ico.org.uk/concerns)

## Changes to this Privacy Notice

We updated this privacy notice in April 2022. We may change this information from time to time and you'll find any changes on our website.