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## **Data Protection Statement**

### **We Respect your Privacy**

Here at LeaseYourNextCar.com we take a proactive approach to user privacy and ensure the necessary steps are taken to protect the privacy of our customers throughout their browsing experience. This website complies with UK national laws and requirements governing privacy. We are registered with the Information Commissioner's Office (No: Z1187130).

### **Use of Cookies**

We (LeaseYourNextCar.com) use cookies to enhance our customer's experience on our website. Cookies are small files saved to your computer / device that track, save and store information about your interactions on our website. Our cookies are safe, do not harm your computer and do not store personal information. We will never (and will not allow any third party to) use the statistical analytics tool to track or to collect any Personally Identifiable Information (PII) of visitors to our site. We will not associate any data gathered from this site with any Personally Identifiable Information from any source, unless you explicitly submit that information via a fill-in form on our website.

We use a cookie control system allowing you to accept the use of cookies on your computer / device.

Information on deleting cookies is available at <http://www.aboutcookies.org>. Please note that by deleting cookies or disabling future cookies you may not be able to access certain areas or features of our website.

We use Google Analytics and Ad Words to monitor visitor usage, this software saves a

cookie to your computers / device. Google do not collect personal information such as your name, email address, postal address or telephone number, you can [read Google's Privacy information here](#). Google may also present our advertising on other websites based on your interaction on LeaseYourNextCar.com, you can [visit this page to opt out of this](#).

We also track inbound telephone calls that have come from a marketing source using Infinity software; you can [read Infinity's privacy policy here](#).

### **Contact & Communication**

Users contacting this website and/or its owners do so at their own discretion and provide any such personal details requested at their own risk. Your personal information is kept private and stored securely until a time it is no longer required or has no use, as detailed in the Data Protection Act 1998. Every effort has been made to ensure a safe and secure form to email submission process. LeaseYourNextCar.com use information submitted to provide customers with further information about products & services we offer, or to assist in answering any questions or queries. This includes using your details to subscribe you to our email newsletter, making it clear to you and by obtaining your permission when submitting any form. We do not share your information with any third parties.

### **Email Newsletter**

We offer an email newsletter to inform subscribers about latest offers and products available. Customers can subscribe through our website or subscriptions may be manually processed through prior written agreement. Subscriptions are taken in compliance with UK Spam Laws detailed in the Privacy and Electronic Communications Regulations 2003. All personal details relating to subscriptions are held securely and in accordance with the Data Protection Act 1998. No personal details are passed on to third parties or shared with anyone. Under the Data Protection Act 1998 you may request a copy of personal information held about you by this website's email newsletter program for a small fee. If you would like a copy of the information held on you please write to us: First Floor, Marine Trade Centre, Brighton Marina, Brighton, East Sussex, BN2 5UG

Email marketing campaigns published by this website or its owners may contain tracking facilities within the actual email. Subscriber activity is tracked and stored in a database

for future analysis and evaluation. Such tracked activity may include; the opening of emails, forwarding of emails, the clicking of links within the email content, times, dates and frequency of activity [this is by no far a comprehensive list].

This information is used to refine future email campaigns and supply the user with more relevant content based around their activity.

In compliance with UK Spam Laws and the Privacy and Electronic Communications Regulations 2003 subscribers are given the opportunity to unsubscribe at any time through an automated system. This process is detailed at the footer of each email campaign. If an automated un-subscription system is unavailable clear instructions on how to unsubscribe will be detailed instead.

### **Social Media Platforms**

Communication, engagement and actions taken through external social media platforms that this website features are custom to the terms and conditions and privacy policies held with each social media platform respectively. Users are advised to use social media platforms wisely and communicate / engage upon them with due care and caution with regard their own privacy and personal details. We (LeaseYourNextCar.com) will never ask for personal or sensitive information through social media platforms and encourage users wishing to discuss sensitive details to contact us directly by telephone or email.

This website may use social sharing buttons which help share web content directly from web pages to the social media platform in question. Users are advised before using such social sharing buttons that they do so at their own discretion and note that the social media platform may track and save your request to share a web page respectively through your social media platform account.

### **Resources & Further Information**

- [Data Protection Act 1998](#)
- [Privacy and Electronic Communications Regulations 2003](#)
- [Privacy and Electronic Communications Regulations 2003 - The Guide](#)
- [Twitter Privacy Policy](#)

- [Facebook Privacy Policy](#)
- [Google Privacy Policy](#)
- [LinkedIn Privacy Policy](#)
- [Pure 360 Privacy Policy](#)
- [Infinity Call Tracking Privacy Policy](#)

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729510 | British Vehicle Rental and Leasing Association member No: 2014 | Information  
Commissioner's Office Registration No: Z1187130 | LYNC Ltd are a credit broker not a lender.

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