

Aftermarket Solutions Limited is committed to protecting and safeguarding the privacy of its customers and visitors to its website.

This Policy explains when and why we collect personal information about people who visit our website, how we use it, the conditions under which we may disclose it to others and how we keep it secure. We may change this Policy from time to time so please check this page occasionally to ensure that you're happy with any changes. By using our website, or subscribing to our Parts Performance benchmarking service you're agreeing to be bound by this policy.

Any questions regarding this Policy and our privacy practices should be sent by **email** to enquiries@aftermarketsolutions.co.uk or by writing to the following address:

Aftermarket Solutions Limited, 7 Old Square, Warwick, Warwickshire, CV34 4RA

Who are we?

Formed in 1999, we are a UK based consultancy specialising in the automotive aftermarket. We offer business solutions to vehicle manufacturers, franchised dealers and independents. Our emphasis is on Parts but within the context of understanding the whole aftersales process and how Service generates parts profits.

The Company's director, David Lansdowne acts as its Data Protection officer who may be contacted at the address above.

What information is being collected?

The company collects different types of data which may be categorised as:

- Benchmarking Subscriber Data
- Consultancy Transaction Data
- Marketing Data

How is it collected?

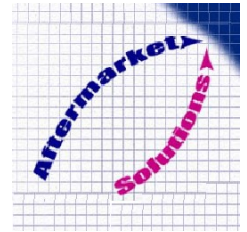
We obtain information about you when you use our website, for example, when you contact us about our services From the Parts performance subscriber forms, from our Service Database, and through referrals and networking contacts made at automotive shows and events.

Use of 'Cookies'

In order to maintain subscribers' log-ins to the partspperformance.com Benchmarking Website, the site uses an online identifier or 'Session Cookie' which expires after the subscriber has logged out. The company does not use cookies for use in marketing its services.

Why is it being collected?

Benchmarking Subscriber Data is collected to meet the company's contractual duties to its subscribers. This includes the monthly posting of updated benchmarking data, allows access to subscriber only services on the website and where agreed, to enable notifications to and from the company to the subscriber. The legal basis for the company's processing of this data is the contract between the company and its subscribers.



Transaction data is collected to allow the postage of purchased items and enable customer service support in the event of any issue arising. The legal basis for the processing of this data is the contract of sale between the company and its customers.

Marketing data is collected by the company from its use of Social Media ([Linked In](#)) and Networking links. The legal basis for the retention and processing of this data is consent.

How will it be used?

Benchmarking Subscriber Data

is used to update our Parts Performance database and to provide company services on the Parts Performance Website.

Consultancy Transaction Data is used to maintain correct records of transactions with existing clients.

Marketing Data is collected and used in order to market the company's services to individuals and organisations who could benefit from our experience and expertise.

Who will the data be shared with?

The company has a strictly observed privacy policy with each of the suppliers it uses to operate its services. The company shares its Parts Performance Subscribers Registration and its Transaction and Location Data with its website supplier, [White-Hot Design](#) for the purpose of maintaining the operation of the website and [Zoho Reports](#) who supply Business Intelligence software used by the company's benchmarking website: partsperformance.com

For the purpose of extending additional services to its clients, certain data is shared to two other consultancy companies owned and operated by the company's directors: Both companies, **Lansdowne Associates Ltd** and **P.M.W. Consultancy Ltd**, have agreed to respect and maintain the commitments outlined in this policy.

What will be the effect of this on the individuals concerned?

Aftermarket Solutions Limited will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting but only if you tell us that you wish this to happen.

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect. Subscribers contact us at any time to update their subscribership registration data and to choose or update their password.

Aftermarket Solutions Limited is registered in England and Wales - Company Number: 3776941

Our Registered office address is:-

Flecknoe House, Chapel Street, Harbury, Leamington Spa, Warwickshire, CV33 9HT