



Last Updated: May 2021

Your privacy is important to us. This privacy statement explains what personal data Highway Motors collects from you, through our interactions with you and through our products, and how we use that data.

Highway Motors offers a wide range of products, from vehicle sales to additional products to help with the purchase of your vehicle and also additional products to assist with the running and maintenance of your vehicle.

Please read the product-specific details in this privacy statement, which provide additional information about some of Highway Motors' products. This statement applies to Highway Motors interactions with you and the products listed below.

- 1) Personal Data We Collect
- 2) How We Use Personal Data
- 3) Reasons We Share Personal Data
- 4) How to Access & Control Your Personal Data
- 5) Cookies & Similar Technologies

Personal Data That We Collect

Highway Motors collects data to operate effectively and provide you the best experiences with our products. You provide some of this data directly, such as when you add your details to our website or provide us with the details we require to facilitate your vehicle purchase or administer your finance application. We do obtain some data from how you interact with our products by online, for example, using technologies like [cookies](#). We may also obtain some data from third parties.

How We Use Personal Data

Highway Motors uses the data we collect to operate our business and provide you the products we offer, which includes using data to improve our products and personalise your experiences. We also may use the data to communicate with you, for example, informing you about your purchases and product information.

Reasons We Share Personal Data

We share your personal data with your consent or as necessary to complete any transaction or provide any product you have requested. We also share data with vendors working on our behalf; when required by law or to respond to legal process; to protect our customers; to maintain the security of our products; and to protect the rights or property of Highway Motors.

How to Access & Control Your Personal Data

When making an enquiry or purchase from Highway Motors you will have chosen how and when we can contact you. You can review and change this at any time by advising us in the change in your preferences. Your records will then be updated.

Cookies & Similar Technologies

Highway Motors uses cookies (small text files placed on your device) and similar technologies to provide our websites to help collect data. Cookies allow us, among other things, to store your preferences and settings; enable you to sign-in; combat fraud; and analyse how our websites and online services are performing.

You have a variety of tools to control cookies, web beacons and similar technologies, including browser controls to block and delete cookies and controls from some third-party analytics service providers to opt out of data collection through web beacons and similar technologies. Your browser and other choices may impact your



Cookie Policy

Highway Motors is committed to protecting you and any data (anonymous or otherwise) that we collect about you online. This section tells you how we use cookies, why, and how this allows us to improve our service. It also tells you how you can manage what cookies are stored on your device. We call it our Cookies Policy.

By using our websites (through any device) you agree that this Cookies Policy applies to that use in addition to any other terms and conditions which may apply.

We reserve the right to make changes to our Cookies Policy. Any changes will appear here and become effective immediately. Your continued use of our websites is taken as meaning that you agree to such changes.