

Privacy Notice (also known as “Fair Processing Notice”)

Data Controller: PurpleSquare Hire Limited, 3 Verity Court, Middlewich, CW10 0GW

Contact for queries: Alan Brown – Tel 03338808007 – Email alan.brown@psqhire.co.uk

How will we use the information you give us?

We will use your information for claims handling and provision of replacement hire vehicles.

This includes providing you with services related to a motor claim or on behalf of the insurer. We may require special category data from you, such as health or criminal conviction information. We do so on the basis that it is in the public interest for insurance to be available to you, in support of a legal claim, or with your consent.

We have a legitimate interest in using your data for business operations to ensure we can continue to provide insurance to you.

We may use your data to send you marketing information. This will either be on the basis that we have a legitimate interest to do so, or where you have consented. You will be able to withdraw your consent or unsubscribe easily at any time from these communications.

We also need to use your information to process payments, collect debts, or other payments. This may include credit checks.

Purpose of Processing	Types of Personal Data	Lawful Basis
Motor claims, Accident information	Names, Addresses, Contact Information and Claim Information	Performance of a Contract
Motor claims, Accident information, Personal Injuries	Special Categories including Health and Criminal Convictions	Substantial Public Interest, Legal Claims, Consent
Legal and Regulatory compliance	Names, Addresses, Contact Information and Claim Information	Compliance with a Legal Obligation
Legal and Regulatory compliance	Special Categories including Health and Criminal Convictions	Substantial Public Interest, Legal Claims, Consent
Business operations and administration	Names, Addresses, Contact Information and Claim Information	Legitimate Interest
Business operations and administration	Special Categories including Health and Criminal Convictions	Substantial Public Interest, Legal Claims, Consent
Marketing	Names, Contact Details, Marketing Preferences	Legitimate Interest or Consent
Payments, debts	Name, Address, Bank Details & Credit/Debit Card, Credit History	Performance of a Contract or Legitimate Interest

Who will we share your data with?

To provide our services, these firms will be Insurers, insurance brokers, motor garages, salvage & recovery, legal firms, fraud prevention agencies, other firms handling claims and hire agents. To meet our legal and regulatory obligations, they include regulatory bodies, legal and compliance services providers, fraud agencies and databases. To help run our operations including marketing, they include firms that provide information

technology support to us. For payments, this includes finance providers, debt recovery, and payment services providers.

Do we send your information outside the UK, EEA or EU?

If we have to transfer information to a third country outside the UK/EEA/EU, we will only do so if a similar level of protection applies.

How long will we keep your information?

We will only collect what is necessary and will only keep it for as long as we are required to do in line with our data retention policy.

Type of Data	Reason for Retention	Retention Period
Claims Related Information	<ul style="list-style-type: none">Settlement of claim.	3 years from settlement of the claim.
Complaint	<ul style="list-style-type: none">Future complaints	1 year from settlement of the complaint.

What are my legal rights?

You have the right to complain to the Information Commissioner at www.ico.org.uk, Tel 0303 123 11132.

You can obtain a copy of your personal information from us without charge by contacting us at the address above. This may include the right to transfer information to other providers.

You have the right to ask us to correct information.

You have the right to ask us to delete your information or stop using it, unless it is necessary for us to retain it as set out in our retention policy.

You may have the right to object if decisions about you are made solely by a computer.