

# Privacy policy

## The Motorcycle Action Group Limited

We are committed to ensuring that we manage your personal data professionally and in compliance with all applicable data protection laws. Part of this commitment is to ensure that there is transparency regarding how we process personal data. This policy includes an explanation of:

- about us
- what data we are processing
- why we are processing it and what we do with it
- whether we will share it with anyone else
- whether we will transfer it outside of the United Kingdom
- how we keep your data safe
- your rights

We hope that you find this Privacy Policy helpful. If you have any questions, please do not hesitate to contact us.

### 1. About us

Our company name is The Motorcycle Action Group Limited (MAG). The MAG group of businesses includes MAG Media Limited and Nice Employer Limited, all of which comply with this privacy policy.

We are located at Unit C13 Holly Farm Business Park, Honiley, Kenilworth, Warwickshire CV8 1NP.

In this policy we have referred to MAG as: we, us, our or MAG.

For any queries concerning your data, please contact the Data Protection Officer at the above address, by email at [exec@mag-uk.org](mailto:exec@mag-uk.org) or by telephone on 01926 844 064.

MAG offers benefits with membership and access to our preferred suppliers of services; this is currently listed as (but not limited to):

- MAG Insurance provided by Bikesure (part of the Adrian Flux group)
- MAG Travel provided by UIB (Union Income Benefit Holdings Ltd)
- MAG Rescue provided by Rescuemycar.com
- MAG Legal provided by Sorry Mate Group Limited
- Public Liability Insurance provided through Castlemead Insurance Brokers

### 2. Your personal data

We process your personal data if we understand that you wish to become a MAG member or are interested in purchasing our products or services or are interested in receiving information about our organisation and our campaigns.

In this Section 2 we provide more detailed information about how we will manage your personal data.

### **What data do we hold about you and how have we obtained this?**

- We will obtain information about you when you enquire about MAG membership, products or services. Typically, the information that we obtain will be your contact details and payment information.
- If you have visited our website we may automatically collect standard internet log information and visitor behaviour (more details can be found in our Website Privacy Policy) – please see Cookies in Section 4.
- Our telephone calls are not recorded.
- We do not have CCTV within our offices but there are security cameras at our location, so it is therefore possible that images of you will be recorded when visiting the main site (requests regarding these recordings should be made directly to Holly Farm Business Park).
- Sometimes you will have sent your information directly to us, but you may have provided your information to one of our partners or associated companies who, in turn, has provided the information to us.

### **How do we use your personal data and what is the applicable lawful basis?**

- Where you have **consented**, we may provide you with marketing information about our products and services or the products and services of our selected partners. In addition, we will keep you informed of events and campaigns that we think will be of interest to you.
- Where we are required to do so to perform **membership services** for you.
- We may process your information to comply with our **legal obligations**.
- We may process your information to allow us to pursue our legitimate interests including:
  - Improvement to member services
  - Market research
  - Website administration
  - Prevention of fraud or other criminal acts
  - Complying with requests from you, including if you exercise any of your rights noted in this policy
  - General membership administration purposes

### **Will we share your personal data with any third parties?**

- We may share your data with third party service providers within the MAG group; these companies include MAG Media Limited and Nice Employer Limited to complete and perform **membership services**.
- We may disclose minimal personal data to the providers of MAG benefits; this will be used purely for identification and verification purposes of entitlement, and will include your MAG membership number, your name and postcode. No contact will be made directly from our providers unless permission has been given by you.

- We may disclose minimal personal data to MAG Corporate members for identification and verification purposes, which may include your MAG membership number, your name and postcode. All contact is made through us unless you have given specific permission to be contacted directly by the MAG Corporate member.
- We do not sell, lease or distribute any personal data to other businesses or third parties.
- We may transfer your data to government or other official bodies for the purposes of complying with legal obligations, for enforcing our rights, or for the prevention or detection of a crime.

### **How long do we keep your data?**

- We will keep your full personal data for one year after MAG membership expiry; this includes your contact information including your email address.
- After one year the personal data held will be reduced to MAG membership number, name and postcode. We will also keep any data relating to any purchases made for a further period of six years.
- After seven years all personal and financial information will be removed.
- If, however, you wish to remain in receipt of our monthly newsletter Network and or our campaigns and marketing emails you may request this. You can unsubscribe at any point in the future.
- If you have requested that we do not send you marketing or campaigns information we will always retain sufficient information to ensure that we remember to comply with your request.
- You may request to be removed at any time.

### **3. Transferring your data outside of the United Kingdom (UK)**

- No personal data is transferred outside the UK.

### **4. Cookies**

- We use Cookies on our website. A cookie is a small text file which is placed onto your computer (or other electronic device) when you visit our website. This enables us to collect standard internet log information. This information is used to track visitor use of the website and compile statistical reports on website activity.
- You can set your browser to not accept cookies, however some of our website features may not function as a result.
- For more information visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org) .

## 5. Data security

- We have adopted the technical and organisational measures necessary to ensure the security of the personal data we collect, use and maintain, and prevent their alteration, loss, unauthorised processing or access, having regard to the state of the art, the nature of the data stored and the risks to which they are exposed by human action or physical or natural environment. However, as effective as our security measures are, no security system is impenetrable. MAG will take reasonable precautions to prevent the loss of personal data.
- The transmission of information via the internet is not completely secure. We will do our best to protect your personal data, but we cannot guarantee the security of your data transmitted to our website; any transmission is at your own risk. Once we receive your information, we will use procedures and security features to try to prevent unauthorised access.
- Where we have given you (or where you have chosen) a password which enables you to access certain parts of our website, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

## 6. Links to other websites

- Our website may contain links to and from other websites. Unless we own such websites, we accept no responsibility for the way in which they process your personal data. You are recommended to check the privacy policy of each website before you submit any personal data to it.

## 7. Your Rights

- **Your right to access data**
  - We always aim to be as open as we can and allow people access to their personal information. Where we hold your personal data, you can make a 'subject access request' to us and we will provide you with:
    - A description of it
    - An explanation of why we are holding it
    - Information regarding who it could be disclosed to
    - A copy of the information
  - If you would like to make a 'subject access request' please make it in writing to our contact email address noted in Section 1 and mark it clearly as 'Subject Access request'
  - If you agree, we will try to deal with your request informally, for example by providing you with the specific information you need over the telephone.

- Unless you agree a different time, we will complete your subject access request within one month.
- We may make a small charge for this service.
- **Right to stop marketing messages**
  - You always have the right to stop marketing messages. We will usually include an unsubscribe button in any marketing emails. If you do wish to unsubscribe, please just click the unsubscribe button and we will promptly action that request. Alternatively, you can update your marketing preferences by contacting us at any time. Our contact details are shown in Section 1.
- **Right to be forgotten**
  - If we hold personal data about you, but it is no longer necessary for the purposes that it was collected for and cannot otherwise be justified, you have the right to request that we delete the data.
- **Right to restrict data**
  - If we hold personal data about you and you believe it is inaccurate you have the right to request us to restrict that data until verified. You also have the right to request that the data is restricted where you have a right to it being deleted but would prefer that it is restricted.
  - We restrict all personal data for all under 18's.
- **Transferring your personal data**
  - Where we rely on your consent as the legal basis for processing your personal information or need to process it in connection with your membership (as set out under Section 3 How we use your personal information), you may ask us to provide you with a copy of that information in a data file. We will provide this to you electronically in a structured, commonly used and machine-readable form, such as a PDF file.
  - You can ask us to send your personal information directly to another service provider, and we will do so if this is technically possible. We may not provide you with a copy of your personal information if this concerns other individuals or we have another lawful reason to withhold information.
- **Right to complain**
  - You always have the right to complain to the personal data regulator, the ICO. You may also be entitled to seek compensation if there has been a breach of data protection laws.

## 8. Policy updates

- This policy was last updated on 5<sup>th</sup> January 2023.