



## Privacy Policy

Latham's Motorhome Rental Limited respects and values your privacy. We care about the way in which your personal data is treated and are committed to protecting it, ensuring compliance with legal obligations at all times. This privacy notice explains how we collect, use, store and share your personal data.

## Policy Amendments

We may change this Policy from time to time, so please check this page occasionally to ensure you're happy with any changes. If we make changes to this Policy that will have a substantial impact on you, we will give you advance notice so that you have the opportunity to exercise any rights you have under UK law. By using our website, you're agreeing to be bound by this Policy.

## Who are Latham's Motorhome Rental Limited?

Latham's Motorhome Rental Limited is a North West based family run business and is a registered company established in England and Wales (company number 11787417), whose registered office is at 18 Dale View, Chorley, Lancashire, PR7 3QJ.

Latham's Motorhome Rental Limited is a Data Controller and is responsible for personal information that it receives about you such as:

- through [www.lathamhrental.co.uk](http://www.lathamhrental.co.uk)
- when you contact us, or make an enquiry using our online enquiry form
- when you register to receive communication

Latham's Motorhome Rental Limited is also a Data Processor of the personal information it receives via its website and social media pages.

## How Latham's Motorhome Rental Limited Uses Your Information?

We use your personal information on the following lawful basis:

- you have provided express consent
- necessary to perform a contract (booking)
- to comply with contractual, legal and regulatory obligations
- necessary for legitimate business purposes
- necessary for the establishment, exercise or defence of legal claims or proceedings

We do not share your data with any other third parties, with the exception of:

- When we have been asked to provide information for legal or regulatory purposes
- When we are progressing existing or future legal proceedings



- When we are selling one or more of our businesses to someone to whom we may transfer our rights under any customer agreement we have with you
- If one of these organisations is outside of the European Economic Area we will take steps to make sure they agree to apply the same level of protection of your information as we are required to apply in the UK.

## **Marketing and other emails**

We use personal information to send you marketing material to promote our services where you have requested such information or purchased services from us. Also, we use personal information to understand whether you engage with us on social media and whether and how you visit our website. We do this by using software that places a cookie on your device which tracks this activity and records it against your email address.

If you receive marketing communications from us and no longer wish to do so, you may unsubscribe at any time by emailing us at [info@lathamhrental.co.uk](mailto:info@lathamhrental.co.uk)

## **How Long We Keep Your Personal Information For**

Your personal information will be retained according to the requirements of applicable data protection laws and the purpose for which the information is collected and used, taking into account legal and regulatory requirements to retain the information for a minimum period, limitation periods for taking legal action, good practice and Latham's Motorhome Rental Limited's business purposes.

Please be assured we will only retain your personal information for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. We review the personal data retained on a regular basis and delete any information which is no longer required for the purpose it was collected for.

We may use social media sites such as Facebook. If you use these services, you should review their privacy policy for more information on how they deal with your personal information.

## **How We Protect Your Personal Information**

We use a variety of technical and organisational measures to help protect your personal information from unauthorised access, use, disclosure, alteration or destruction consistent with applicable data protection laws.

## **Your Rights Regarding Your Personal Information**

The European Union's General Data Protection Regulation and other applicable data protection laws provide certain rights for data subjects.



You are entitled to request details of the information we hold about you and how we process it. You may also have a right in accordance with applicable data protection law to have it rectified or deleted, to restrict our processing of that information, to stop unauthorised transfers of your personal information to a third party and, in some circumstances, to have personal information relating to you transferred to another organisation. You may also have the right to lodge a complaint in relation to Latham's Motorhome Rental Limited's processing of your personal information with a local supervisory authority.

If you object to the processing of your personal information, or if you have provided your consent to the processing and you later choose to withdraw it, we will respect that choice in accordance with our legal obligations.

Your objection (or withdrawal of any previously given consent) could mean that we are unable to perform the actions necessary to achieve the purposes set out above (see '[How Latham's Motorhome Rental Limited Uses Your Information?](#)') or that you may not be able to make use of the services and products offered by us. Please note that even after you have chosen to withdraw your consent we may be able to continue to process your personal information to the extent required or otherwise permitted by law, in particular in connection with exercising and defending our legal rights or meeting our legal and regulatory obligations.

## Contact Us

If you would like:

- 1) a copy of the personal information we hold about you
- 2) to request a correction
- 3) to contact us regarding any questions about how we may use your personal data
- 4) to make a complaint

Please contact us by email: <mailto:info@lathamhrental.co.uk> or by post to Latham's Motorhome Rental Limited, 18 Dale View, Chorley PR7 3QJ.

Complaints will be responded to within the next 30 days at the latest. If you are not satisfied with how your complaint was handled, you may refer your complaint to the Information Commissioner's Office (ICO).