

How will we use the information about you?

We will use your data to provide you with the product or service you have requested.

We will, with your consent, use your data for marketing purposes, conducting surveys and providing you with information on our products or services. You have a right at any time to stop us from contacting you for marketing purposes. If you no longer wish to be contacted for marketing purposes, please [click here](#) or, in relation to any marketing messages you receive, by using the unsubscribe option included in those messages.

Any personal information we have gathered will not be shared with anyone outside of Volvo Car UK Limited, Volvo Car Group or other companies that provide us with services or our group companies. Where you supply us your personal information, we will tell you what we plan to do with your information.

There are various ways in which we may use or process your personal information. We list these below:

Consent:

Where you have provided your consent, we may use and process your information to:

1. Contact you from time to time about promotions, events, products, services or information which we think may be of interest to you (don't worry, we won't bombard you);

Contractual performance

We may use and process your personal information where this is necessary to perform a contract with you and to fulfil and complete your orders, purchases and other transactions entered into with us (or one of our selected partners).

Legitimate Interests

We may use and process your personal information as set out below where it is necessary for us to carry out activities for which it is in our legitimate interests as a business to do so.

Processing necessary for us to support customers with sales and other enquiries

1. To respond to correspondence you send to us and fulfil the requests you make to us, for example: test drives or requesting a courtesy car (this may include providing your National Insurance number to carry out a driving licence check), service requests, brochure requests or information about vehicles;

2. To provide vehicle support and services and to share with Volvo Car UK Limited or other selected partners in order to provide those services (for example: warranty services);

Processing necessary for us to respond to understanding customers' and drivers' needs

3. To analyse, evaluate and improve our products and services so that your visit and use of our website, applications or other services, are more useful and enjoyable (we will generally use data amalgamated from many people so that it doesn't identify you personally);

4. To undertake market analysis and research (including contacting you with customer surveys) so that we can better understand you as a customer and provide tailored offers, products and services that we think you will be interested in. We will only send marketing communications to you if you have provided your consent for us to do so or we have obtained in the ways mentioned in paragraph 5 below;

Processing necessary for us to promote our business, brands and products and measure the reach and effectiveness of our campaigns

5. To send you marketing information from time to time after you have purchased a product or service from us or made a purchasing enquiry, closed your browser with items in your shopping basket or requested a test drive, brochure or other information of interest. We will only contact you with information about our own products and services (and in ways the law allows), which we hope you will like. You have the right to object to us sending you this information at any time;

6. To contact you from time to time with marketing information (unless you object) if you have expressly indicated to us that you are acting on behalf of a business or where we have obtained your business contact details online or from a public business directory. In relation to any such information we send by email or SMS, we will include an option allowing you to object to receiving future messages by unsubscribing;

7. To contact you with targeted advertising delivered online through social media and other platforms operated by other companies, unless you object. You may receive advertising based on information about you that we have provided to the platform or because, at our request, the platform has identified you as having similar attributes to the individuals whose details it has received from us. To find out more, please refer to the information provided in the help pages of the platforms on which you receive advertising from us;

8. To identify and record when you have received, opened or engaged with our website or electronic communications (please see our Cookie Policy for more information);

9. To administer competitions and promotions that you enter with us from time to time and to distribute prizes (please note we will only use your data for the purposes of administering the competition and nothing further however you will be given the opportunity to consent for other activities at the time of entering if you so wish).

Processing necessary for us to operate the administrative and technical aspects of our business efficiently and effectively

10. To verify the accuracy of information that we hold about you and create a better understanding of you as a customer;

11. For network and information security purposes i.e. in order for us to take steps to protect your information against loss, damage, theft or unauthorised access;

12. To comply with a request from you in connection with the exercise of your rights (for example where you have asked us not to contact you for marketing purposes, we will keep a record of this on our suppression lists in order to be able to comply with your request);

13. To inform you of updates to our terms and conditions and policies.

Legal Obligation

We may process your personal information to comply with our legal requirements (for example to register your car with the DVLA or if we need to respond to the Police for an enquiry).

Vital Interest

Sometimes we will need to process your personal information to contact you if there is an urgent safety or product recall notice and we need to tell you about it.