

VINES LIMITED – What personal information we collect about you and how we collect from you

These are the main ways we collect your information:

- If you contact us directly via our websites, visit our showrooms or via our customer hotlines to request information about our products and services.
- If you buy a product or service directly from us.
- If you reply to our direct marketing campaigns.
- If with your permission, your contact details are transferred from BMW Group or other third parties.
- If your vehicle data (including vehicle identification number) is transferred to BMW AG while you're having your vehicle serviced or repaired.
- If with your permission, other BMW Group legal entities or business partners transfer your personal data to us.
- If we acquired your personal data from other sources with your permission.
- When you apply for finance from BMW / MINI FS.
- If you are under 16 year of age, please do not provide us with any of your information unless you have the permission of your parent or guardian to do so.

Contact Details & Interests:

Name
Address
Phone numbers
Email address
Interests
Your current vehicle

Website and Communication Usage:

How you use our website and whether you open or forward our communications, including information collected through cookies and other tracking technologies – [\[link to our Cookie Policy here\]](#)

This is statistical data about our users' browsing actions and patterns, and does not identify any individual.

We use Google AdWords Remarketing to advertise trigger across the Internet. AdWords remarketing will display relevant ads tailored to you based on what parts of the Vines Limited websites you have viewed by placing a cookie on your machine. This Cookie does not in any way identify you or give access to your computer. The cookie is used to say, "This person visited this page, so show them ads relating to that page." Google AdWords Remarketing allows us to tailor our marketing to better suit your needs and only display ads that are relevant to you. If you do not wish to participate in our Google AdWords Remarketing, you can opt out by visiting [Google's Ads Preferences Manager](#)

You can also opt out of any third-party vendor's use of cookies by visiting www.networkadvertising.org/choices/

Social Networks may offer you opportunity to share or follow information about Vines Limited by using third party social networking functionality; share this, like or follow buttons. We offer this functionality in order to generate interest toward our website and services among members of your social networks. You should be aware that sharing personal information within a social network may result in that being collected by the social network provider. This could result in that information becoming publically available in internet search engine results. Vines Limited do no exercise or endorse controls, policies or practices or any third party social network that you may access through our websites. Please read the privacy policy or any social network with which you may share information with.

Sales and Services Information:

Relating to purchases and services, including complaints and claims.

Credit and Anti-Fraud Information:

Which establishes your identity, such as driving licences, passports and utility bills. Information about transactions, requests for credit and non-payment of debts with us and third parties and credit ratings from credit reference agencies. Fraud, offences, suspicious transactions, politically exposed person and sanctions lists where your details are included.

Device and Service Usage:

How you use your device (mobile or vehicle) and services offered on the device.

Vehicle Configuration Details:

Information about the features and current settings of your vehicle (identified by the Vehicle Identification Number).

Vehicle Technical Information:

About how the engine and systems within the vehicle perform.

Vehicle / Device Location Information:

Your vehicle's or mobile device's location

CCTV:

When you visit our businesses, we use CCTV to monitor our premises in this event your image and your vehicle registration can potentially be stored for a period of weeks.

Live Chat Service:

We use a third party provider to supply and support our Live Chat service, which we use to handle customer enquiries in real time.

Call Recording:

This includes most incoming and outgoing telephone calls with the exception of calls where payment is taken (recording manually terminated).

Why are calls recorded?

Recording customer conversations allows us to assess customer satisfaction, train and develop staff, review call quality, and have access to a verbal record of what is said in the event of a subsequent complaint. It also means employees feel more protected knowing that any threatening behaviour can be evidenced and acted upon where necessary.

Sharing

We share information within the Vines Limited companies in order to offer you the full range of our services, but your personal data is not disclosed to any third parties outside of Vines Limited without your consent outside of provision of sale or service obligations.

Third Party Partners that we may share your information with:

BMW Group
CDK Global (UK) Ltd
ALPHABET GB LTD
AutoProtect
Cooper Solution
Department Of Transport
DVLA Licence Checker
EMaC Limited
HPI LTD
Motability operations limited
Traffic Master / Trackstar
Vizion Network Ltd
CITNOW

[\[back to privacy policy\]](#)