

# The Hamilton Ross Group Privacy Policy

The Hamilton Ross Group, consisting of Hamilton Brothers, Reekie Ltd and Ross of Lanark, is committed to protecting your personal information and contacting you responsibly about products of genuine interest. Therefore, we want you to be confident about how your personal information will be looked after and used.

This privacy notice applies to all customers and suppliers of The Hamilton Ross Group companies. The purpose of this privacy notice is to let you know how the companies within our Group promise to look after your personal information. This includes what you tell us about yourself, what we learn by having you as a customer, any data stored for legal reasons and the choices you make about what marketing materials we send you. This notice also explains your rights and how the law protects you.

## Who are we?

The Hamilton Ross Group represents three Scottish agricultural, groundcare and construction machinery dealerships across six sites including Hamilton Bros (Engineering) Ltd ([www.hamiltonbros.co.uk](http://www.hamiltonbros.co.uk)), Reekie Ltd ([www.reekie.co.uk](http://www.reekie.co.uk)) and Daniel Ross (Engineers) Ltd trading as Ross of Lanark ([www.rossoflanark.co.uk](http://www.rossoflanark.co.uk)). The Hamilton Ross Group also represents Hamilton Bros online shop, Hamilton Bros Direct ([www.hamiltonbrosdirect.co.uk](http://www.hamiltonbrosdirect.co.uk)).

The Hamilton Ross Group needs to gather and use certain information about individuals. This includes information about customers, suppliers, business contacts, employees and other individuals we have a relationship with or may need to contact.

If you have any questions or want more details about how we use your personal information, you can ask us by emailing [gdpr@hamiltonrossgroup.co.uk](mailto:gdpr@hamiltonrossgroup.co.uk). The responsible person for Data Protection at The Hamilton Ross Group is Hamilton Bros' Managing Director, Eric Gardiner.

## How does the law protect you?

Data Protection law states that we are only allowed to use personal information if we have a legitimate reason to do so, this includes sharing the data outside The Hamilton Ross Group.

Under the law we must have one or more of these reasons:

- To fulfil a contract we have with you.
- When it is our legal duty.
- When it is in our legitimate interest.
- When you consent to it.

A legitimate interest is when we have a commercial reason to use your information. However, this interest must not unfairly conflict with what is best for you. If we rely on our legitimate interest, then we will tell you what that is.

## Groups of Information

The personal information we collect and how we use it will depend on your relationship with us. Our information falls into four categories: legal, transactional, contractual and marketing.

| Types of Personal Data | Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
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| Legal                  | <ol style="list-style-type: none"> <li>1. Copies of documents required for the purchase of a Vehicle Registration Plate, including a UK Drivers Licence and VS5 Vehicle Registration Certificate.</li> <li>2. Copies of the required NPTC Level 2 Award in the Safe Use of Toxins Certificate for the purchase of Phostoxin Mole Pellets.</li> <li>3. Copies of the required Farm Assurance Certificate or Farm Assurance Number for the purchase or Rat Poison.</li> <li>4. Copies of the required Firearms certificate or shotgun licence for the purchase of firearms and shotgun cartridges.</li> <li>5. Copies of MOT Certificates.</li> </ol> <p><b>Possible consequences:</b></p> <p><b>*Failing to provide documentation which is required under contract or due to a statutory obligation will result in the product not being sold. *</b></p>                                                                                                                                                                                                                                                                                                               |
| Transactional          | <ol style="list-style-type: none"> <li>1. Details provided for the opening and use of accounts, including information about payments made to and from your account.</li> <li>2. Details provided for the registration of a tractor, telehandler or new machine and for the booking of a service.</li> <li>3. Information on the machinery and equipment you own (including items supplied by us and other items purchased elsewhere). This information allows us to best tailor services and quotes to suit your requirements.</li> <li>4. Copies of enquiry forms completed via any of our company websites (<a href="http://www.hamiltonbros.co.uk">www.hamiltonbros.co.uk</a>, <a href="http://www.rossoflanark.co.uk">www.rossoflanark.co.uk</a>, <a href="http://www.reekie.co.uk">www.reekie.co.uk</a>, <a href="http://www.hamiltonrossgroup.co.uk">www.hamiltonrossgroup.co.uk</a> and <a href="http://www.hamiltonbrosdirect.co.uk">www.hamiltonbrosdirect.co.uk</a>).</li> <li>5. Copies of emails or any interactions regarding sales or services between staff, customers and suppliers.</li> <li>6. Details provided for performance surveys.</li> </ol> |
| Contractual            | <ol style="list-style-type: none"> <li>1. Information required to enter into a Hire Contract (for the purposes of this Privacy Policy a Hire Contract is a contract drawn up by one of the companies in the Hamilton Ross Group. This is a contract to Hire machinery and not a Financial Hire Contract. If a Finance agreement is required then this will be completed using a Finance agreement – see point 2 below) with one of our companies including a copy of the customer's Driving Licence, Passport or equivalent form of identification and other contact details such as contact name, business name, business address and contact number.</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

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|           | <p>2. Documentation required to enter into a Finance agreement with one of our suppliers (AGCO Finance, JCB Finance and Rural Finance) including a copy of the necessary ID such as unexpired Passport, Full UK Drivers Licence, UK Issued ID Card, Northern Ireland Voters Card, EEA or Switzerland national identity card, Firearms certificate or shotgun licence, and proof of entitlement to state or local authority benefit, Tax credit, Pension from DWP, other government/local authority grant etc, plus the necessary contact details.</p> |
| Marketing | <p>1. Information provided by the customer to give consent to receive either emails or mailouts from The Hamilton Ross Group of companies. We require a double opt-in for those who sign up for email marketing to demonstrate that we are only communicating with those who have intentionally expressed the desire for us to do so via email communications.</p> <p>2. We process information provided by the customer to give consent to receive marketing communications from Vauxhall Motors Limited.</p>                                        |

## How we handle your information

### Legal Information:

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| What do we use your data for?          | Your data is used to legalise the sale of certain products.                                                                                                                                                                                                                                                                                                                                                                                                                   |
| How is your data collected?            | Your data is collected via a scan of the required documents required (such as ID or certificated).                                                                                                                                                                                                                                                                                                                                                                            |
| Where is your data stored?             | Your data is stored against your customer account on our IBCOS Gold System at Hamilton Bros and Reekie Ltd and our Autoview system at Ross of Lanark and our Microsoft One Drive.                                                                                                                                                                                                                                                                                             |
| Why is your data collected?            | Your data is collected to ensure we abide by the law when selling you certain products or services.                                                                                                                                                                                                                                                                                                                                                                           |
| How will your data be used?            | Your data will be stored as evidence that you are eligible to purchase certain restricted products and that both parties have abided by the law when processing the sale. This data may be provided to the relevant enforcing authority if the sale is queried or investigated.                                                                                                                                                                                               |
| Who will we share your data with?      | Sometimes we are required to share information on sales of Rat Poison and Phostoxin Mole Pellets to the enforcing authority, Quality Meat Scotland. Our Registration Plates are produced by Dingbro and, therefore, data is shared with them. In addition, the data used to create a Registration Plate may need to be shared with, DVLA, Police or Trading Standards if requested. MOT Certificates and new machinery registration information is also shared with the DVLA. |
| How long will your data be stored for? | We must keep Farm Assurance Certificates for Rat Poison and NPTC Level 2 Award in the Safe Use of Toxins Certificate for the purchase of Phostoxin Mole Pellets for five years by law. Records of registration plate sales are kept for a minimum of 3 years in accordance with current legislation.                                                                                                                                                                          |

### Transactional Information:

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| What do we use your data for? | Your data is used to open an account with one of our businesses and for any future transactions or |
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|                                        | <p>conversations regarding Sales and Service enquiries. Transactional data is also used to register machines with manufacturers to activate the warranty period and to send you customer satisfaction surveys.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| How is your data collected?            | <p>Data is collected via a written form for an account to be opened. Data is also collected when booking a service, MOT, registering a warranty or making an enquiry- this includes enquires made via the Quick Enquiry form on one of our websites. A signature is required for manufacturer warranty registration forms.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Where is your data stored?             | <p>Data is stored on our IBCOS Gold System and Autoview System, Microsoft Office 365 email system and on the company One Drive. Data used for manufacturer warranty registration will also be stored on the relevant manufacturer's system. Data used to book the service of a Vauxhall vehicle with Ross of Lanark is also stored on Vauxhall Motors Limited's Global Connect and Matrix CX systems. In addition, we sometimes use Debt Recovery Collectors and Solicitors to help us with Credit Control and, as such, your data will be shared with them in order to chase payment. From time to time we may use third parties to carry out jobs on our behalf, such as servicing on remote islands. Therefore, certain necessary data such as your name, address and information on your machinery must be passed on.</p>                                                   |
| Why is your data collected?            | <p>Your data is collected in order to process a sale, carry out a job, register for manufacturer warranty, manage your account and send you customer satisfaction surveys to ensure our level of customer service meets Manufacturer requirements.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| How will your data be used?            | <p>Your data will be used for the processing of payments, carrying out jobs, issuing of statements and invoices, the registering of manufacturing warranty, the sending of customer satisfaction surveys, and for day to day transactions or enquiries with our Sales, Parts and Service staff.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Who will we share your data with?      | <p>Information on financial transactions will be shared as required by law with HMRC. Data collated to register a manufacturer warranty and sales records will be shared with the relevant manufacturer of the machine, such as AGCO, JCB or Honda. Likewise, information used to book a Vauxhall car service at Ross of Lanark, including your full name, car registration number, chassis number and contact details, will be shared with Vauxhall Motors Limited via SADE for the purpose of sending you a customer satisfaction survey. From time to time we commission third parties to carry out jobs on our behalf and as a result the necessary data required, such as the customer name, vital contact details and machine information is passed on. Occasionally we are required to share details of animal medicine sales with the Veterinary Medicine Director.</p> |
| How long will your data be stored for? | <p>In accordance with current HMRC guidance, all customer account data will be held for a minimum of 7 years.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |

### Contractual Information:

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| What do we use your data for?          | Contractual information is used only for entry into Hire Contracts and Finance Agreements.                                                                                                                                                             |
| How is your data collected?            | Data is collected at the point of transaction when you enter into a contract with us.                                                                                                                                                                  |
| Where is your data stored?             | Data provided for Hire Contracts is stored against your customer account on our IBCOS Gold System and Autoview System. If you enter into a Finance Agreement with one of our providers, then your information will be stored on their systems also.    |
| Why is your data collected?            | As Secondary Credit brokers we act on behalf of several finance companies to collect the data require to ensure your eligibility to enter into a Finance Agreement. Similarly, we collect data to ensure eligibility for Machinery and Equipment Hire. |
| How will your data be used?            | Your data will be used to finalise the Hire Contract or Finance agreement. Data collected to process a Hire Contract may also be used for any future contact regarding your contract or agreement.                                                     |
| Who will we share your data with?      | If you enter into a Finance Agreement with one of our partners (AGCO Finance, JCB Finance and Rural Finance) then your information must be shared with them to ensure eligibility for and completion of the agreement.                                 |
| How long will your data be stored for? | Data included in Hire Contracts will be stored for a maximum of four years from the date of the contract. Data used to set up a finance agreement is stored by the relevant Finance House or broker.                                                   |

### Marketing Information:

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| What do we use your data for? | We use your personal information to inform you about relevant products, news and offers. This is what we mean when we talk about 'marketing'.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| How is your data collected?   | We can only use your personal information to send you marketing messages if we obtain your consent. Your consent is collected when you complete the 'Subscribe to our Newsletter' form on any of our websites or through completion of a signed paper form in one of our depots. At our Vauxhall Authorised Service Centre in Lanark, we process marketing consent on behalf of Vauxhall. This consent given via a 'Let's Stay in Touch' Vauxhall signed paper form and is for marketing communications from Vauxhall Motors Limited only. We may give you consent forms on behalf of other manufacturers. However, these forms are for manufacturer marketing communications only. |
| Where is your data stored?    | Evidence of your consent and your data is stored against your customer account in our IBCOS Gold System, Autoview System and company One Drive. If you have consented to receive email marketing from The Hamilton Ross Group, your data is also stored on The Rocket Science Group's Mailchimp system. Those who have consented to receive information from Ross of Lanark regarding Car Service will also have their data stored on Vauxhall's ADapt system, which we also use to build and send email newsletters. The information stored on Vauxhall ADapt is only for our own marketing purposes and will not be used by Vauxhall. If you have consented to                    |

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|                                        | <p>receive marketing communications from Vauxhall Motors Limited by completing their 'Let's Stay in Touch' consent form at our Ross of Lanark Vauxhall Authorised Car Service Centre, then your details will also be stored against Vauxhall Motor Limited's RETAIN programme and will be shared with their partner Stericycle Expert Solutions (SES). For more information please see Vauxhall Motors Limited's Privacy Notice <a href="https://www.vauxhall.co.uk/tools/privacy-policy.html">https://www.vauxhall.co.uk/tools/privacy-policy.html</a>. If you have consented to receive marketing from one of our manufacturers via a form we presented to you, then this will be passed back to the manufacturer in question and stored against their own system.</p>     |
| Why is your data collected?            | <p>Marketing is an important part of our business as it allows us to keep you up to date with our events, promotions, news and future developments.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| How will your data be used?            | <p>Your data will be used to send you information on relevant news, offers, events and developments. The subject of this information and the method of communication will correspond with the preferences you selected when you gave your consent to receive marketing. Data given via a Vauxhall Motors Limited consent form will be passed to Vauxhall for their own marketing purposes. Likewise, data provided via any other manufacturer forms will only be used for manufacturer marketing. We will not use this data for our own marketing purposes unless you have also consented to receive information from The Hamilton Ross Group.</p>                                                                                                                           |
| Who will we share your data with?      | <p>If you consent to receive marketing from The Hamilton Ross Group then we will not share your data with any third parties for marketing purposes without your prior consent. However, we do use third parties (The Rocket Science Group's Mailchimp System and Vauxhall Motor Ltd's ADapt system) to process your information for the purposes of building and sending emails. If you consent to receive marketing from Vauxhall Motors Limited when visiting our Ross of Lanark Vauxhall Authorised Car Service Centre, then we will share this information with Vauxhall. Vauxhall is the Data Controller of this information. Forms completed on behalf of other manufacturers will be passed back to the manufacturer in question as they are the Data Controller.</p> |
| How long will your data be stored for? | <p>Data will be stored for 12 months, after which time you will be asked to update your preferences to ensure we have the correct information on file. You can opt out at any time by emailing <a href="mailto:gdpr@hamiltonrossgroup.co.uk">gdpr@hamiltonrossgroup.co.uk</a></p> <p>If you have completed a consent form at Ross of Lanark to receive marketing information from Vauxhall then Vauxhall Motors Limited's Terms and Conditions will apply and you must contact them direct to opt-out. For forms completed for other manufacturers, please refer to the Privacy Policy of the manufacturer.</p>                                                                                                                                                              |

## Your rights

You have the right to:

- Request to see the personal information we hold about you.

- Request that any inaccurate information be corrected. Please contact us if you would like to do this (see How to Contact Us).
- Object to our use of your personal information.
- Ask us to delete, remove or stop using your personal information if there is no need for us to keep it.

This is known as the 'right to object', the 'right to erasure', or the 'right to be forgotten'. There may be legal reasons why we need to keep your data but please tell us if you think we should not be using it.

You can ask us to restrict the use of your personal information if:

- It is not accurate.
- It has been used unlawfully but you don't want us to delete it.
- It not relevant any more, but you want us to keep it for use in legal claims.
- You have already asked us to stop using your data but you are waiting for us to tell you if we are allowed to keep on using it.

If you want to object to how we use your data or ask us to delete it or restrict how we use it, then please contact us.

You can withdraw consent to receive our marketing communications at any time. You also have the right to change 'opt-in' preferences and to unsubscribe from any email or text communications. Simply click the unsubscribe option at the bottom of any marketing emails. If you wish to 'opt-out' of postal marketing, please email [gdpr@hamiltonrossgroup.co.uk](mailto:gdpr@hamiltonrossgroup.co.uk) (additional contact details listed in How to Contact Us).

You also have the right to complain to the Information Commissioner's Office.

## **How to Contact Us or Raise a Complaint**

If you wish to receive a copy of your personal information, question whether the personal information we hold on your is correct or request we stop using your personal information then you can contact our GDPR team using the below email or postal address.

E-mail: [gdpr@hamiltonrossgroup.co.uk](mailto:gdpr@hamiltonrossgroup.co.uk)

Post:

F.A.O. GDPR Hamilton Ross Group  
Hamilton Brothers  
Greenock Road  
Bishopton  
Renfrewshire

## **Cookies**

We do not collect any personal data about you on this website, apart from information which you volunteer (for example, by e-mailing us, signing up for email or by using our online feedback form). Any information, which you provide in this way, is not made available to any third parties unless you have consented to receive information from Vauxhall, and is used by us only in line with the purpose for which you provided it.

The Hamilton Ross Group website employs Google Analytics Advertising Features to view demographics and interests data. Visitors to the Hamilton Brothers website can opt out of Google Analytics Advertising Features, including through [Ads Settings](#), Ad Settings for mobile apps or any other available means. You can also opt out via the [Google Analytics Opt-out Browser Add-on](#).

## **Changes**

Our Privacy Policy may change from time to time. We will not reduce your rights under this Privacy Policy. Any significant Privacy Policy changes will be added to this document. Prior versions of our Privacy Policy can be requested via [gdpr@hamiltonrossgroup.co.uk](mailto:gdpr@hamiltonrossgroup.co.uk).