

# Privacy Policy Notice

This privacy policy notice is served by Steer Ahead Driving School of Louvain Road, CO12 3SD (Company Number: 7875800) under the website [www.steeraheaddrivingschool.com](http://www.steeraheaddrivingschool.com). The purpose of this policy is to explain to you how we control, process, handle and protect your personal information through the business and while you browse or use this website.

By viewing this site, you agree to the terms of this privacy policy. If you do not agree to the following policy you may wish to cease viewing / using this website, and or refrain from submitting your personal data to us.

Privacy is extremely important to us at Steer Ahead Driving School. Privacy is about respecting individuals. If a person has a reasonable desire to keep something private, it is disrespectful to ignore that person's wishes without a compelling reason to do so. Of course, the desire for privacy can conflict with important values, so privacy may not always win out in the balance. Breaches of confidentiality are breaches of that trust. In professional relationships such as our relationships with doctors and lawyers, this trust is key to maintaining candour in the relationship. Likewise, we trust other people we interact with as well as the companies we do business with. When trust is breached in one relationship, that could make us more reluctant to trust in other relationships.

## Policy key definitions:

- "I", "our", "us", or "we" refer to the business, Steer Ahead Ltd/Steer Ahead Driving School.
- "You" or "the user" refers to the person(s) using this website.
- GDPR means General Data Protection Act – made on 14<sup>th</sup> April 2016 and implemented 25<sup>th</sup> May 2018.
- PECR means Privacy & Electronic Communications Regulation.
- ICO means Information Commissioner's Office.
- Cookies mean small files stored on a users' computer or device.

## Key principles of GDPR:

Our privacy policy embodies the following key principles; (a) Lawfulness, fairness and transparency, (b) Purpose limitation, (c) Data minimisation, (d) Accuracy, (e) Storage limitation, (f) Integrity and confidence, (g) Accountability.

# Processing of your personal data

Under the GDPR (General Data Protection Regulation) we control and / or process any personal information about you electronically to track visitors of the site to tailor the experience.

## Your individual rights

Under the GDPR your rights are as follows. You can read more about your rights in details here;

- the right to be informed;
- the right of access;
- the right to rectification;
- the right to erasure;
- the right to restrict processing;
- the right to data portability;
- the right to object; and
- the right not to be subject to automated decision-making including profiling.

You also have the right to complain to the ICO [[www.ico.org.uk](http://www.ico.org.uk)] if you feel there is a problem with the way we are handling your data.

We handle subject access requests in accordance with the GDPR.

## Internet cookies

We use cookies on this website to provide you with a better user experience. We do this by placing a small text file on your device / computer hard drive to track how you use the website, to record or log whether you have seen particular messages that we display, to keep you logged into the website where applicable, to display relevant adverts or content.

Some cookies are required to enjoy and use the full functionality of this website.

We use a cookie control system which allows you to accept the use of cookies, and control which cookies are saved to your device / computer. Some cookies will be saved for specific time periods, where others may last indefinitely. Your web browser should provide you with the controls to manage and delete cookies from your device, please see your web browser options.

## Data security and protection

We ensure the security of any personal information we hold by using secure data storage technologies and precise procedures in how we store, access and manage that information. Our methods meet the GDPR compliance requirement.

## Fair & Transparent Privacy Explained

We have provided some further explanations about user privacy and the way we use this website to help promote a transparent and honest user privacy methodology so that you are in control of your data and to provide you with a better viewing experience.