



Privacy Policy and Data Protection

RAC Ltd takes the privacy of your information very seriously. We aim to meet current Internet best practice. Our services are designed to give you the information that you want to receive. Our privacy policy below explains how we will collect and use the information you give us. We may vary this policy from time to time and the current version will be that published on this site. The word 'we' refers to RAC Motoring Services (RACMS), unless otherwise indicated.

Collecting your information

From time to time, you will be asked to submit personal information about yourself (e.g. name and email address etc) in order to receive or use services on our website. These services include newsletters and competitions, live chats and message boards and personalised services such as "My RAC". We will also need personal information in order to supply other products and services or to help us identify you when you contact us. When we collect this information we will only do so over a secure connection. If you communicate with us by email over the Internet you should be aware that the nature of the Internet is such that unencrypted communication may not be secure and may pass through several different countries on route to us. Please do not email us with confidential or sensitive information such as your credit card details. We cannot accept responsibility for unauthorised access to your information that is outside our control.

We may combine this information with other information that we may hold about you if you are an RAC member, or have made enquiries of us before. We may also obtain information from publicly available sources such as the electoral roll, or other third parties who have a legitimate basis on which to pass on your information.

We will act in accordance with current legislation and we will provide a link to our Data Protection Notice every time we invite you to submit personal information to us. Our Data Protection Notice is given below.

Informing you about products and services

We offer motoring and travel related products such as breakdown services and vehicle inspections, sales and leasing. We also offer financial products such as Insurance, loans and credit cards. By providing us with your contact details, you consent to being contacted by mail, telephone, fax, email, and SMS/MMS to let you know about any goods, services or promotions of our own our business partners or other third parties, which may be of interest to you. You can of course withdraw this consent at any time by contacting us to let us know.

Sensitive data

By submitting data to us, you give us consent to use your sensitive personal data e.g. health data for your registration under the Motability Scheme (if appropriate), solely for the purposes for which you submit it.

How we collect information about your visits to our websites

When you visit our web pages, we will download something called a 'cookie' to your computer (section 7). We may also collect information using web beacons (also known as clear gifs or web bugs - see section 8). Our cookies and web beacons provide us with non-personal statistical information about what you do on the website. For example: the duration of time a page was viewed, common paths taken through the site, data on screen settings and other general information. We may also collect information about what other websites you visit after ours. We use this data to improve the services on our site and to refine your experience of using our sites.

What will we do with your personal information?

We will only use your information for the purposes that you would reasonably anticipate or that we state when we collect it and, where necessary, for which you have given us your consent. We will not contact you, or pass your information to our business partners, for marketing purposes unless you have indicated your agreement that we may do so. Where we are making arrangements on your behalf we may need to pass your information to third parties to conclude those arrangements. For example, to an insurance company to obtain insurance quotes.

We are committed to treating your personal data with due care and in accordance with the data protection principles.

Sensitive information

In the Data Protection Notice above we refer to the collection of sensitive data. In addition to the example given we will also collect other sensitive data when providing you with insurance quotations and policies. This is information relating to your health generally and also to any relevant convictions. We pass information, which may include this sensitive data, to the insurance companies from whom we obtain quotations. We, and they, only use this information to provide you with quotations and insurance. We will not be able to provide you with quotes, without this sensitive data.

How to access your personal information

If you believe that any of the data we hold about you is incorrect or being misused or want further information you may contact us at the below address: Data Protection Officer, RAC House, Brockhurst Crescent, Bescot WS5 4AW.

Users aged 16 years and under

If you are 16 or under you must have permission from a parent or guardian before you give us personal information. If we find that we have received information from you without the appropriate consent, we reserve the right to cancel all transactions and services and remove all personal data that you have supplied. You will be able to re-submit the information when you have the required permission.

What is a cookie?

Cookies are text files that identify your computer (through what is known as an IP address) to our server. For information about what we use these for refer to section 2. Whilst in some cases it may be possible, we do not use the IP address as a means of identifying you. You generally have the opportunity to set your computer to accept all cookies, to notify you when a cookie is issued, or not to receive cookies at any time. You can do this through your Internet browser. With most browsers, this facility can be reached via the 'tools' (e.g. Internet Explorer), or 'edit', or 'task' (e.g. Netscape) menu. If you have any problems finding this area, the 'help' function within your browser will be able to provide assistance. You can also find more detailed information about cookies and how to manage them on www.allaboutcookies.org.

If you refuse a cookie it may prevent the proper operation of the site or even prevent your access to certain areas.

What is a web beacon?

Some of our web pages may contain electronic images known as web beacons (sometimes known as clear gifs) that allow us to count users who have visited these pages. Web beacons collect only limited information that includes a cookie number, time and date of a page view, and a description of the page on which the web beacon resides. These beacons do not carry any personally identifiable information and are only used to track the effectiveness of our site or particular campaigns.

You can find more information on web beacons, their use and your rights, if you visit www.allaboutcookies.org.

If you have any questions regarding this privacy policy or any other aspect of our data handling procedures, please contact us via the address below, marking all correspondence for the attention of the Data Protection Compliance Manager.

Links to other websites

Our websites may contain links to other sites outside the group. RAC Ltd is not responsible for the privacy and security of these sites. This privacy policy applies only to this website.