

Privacy Policy

At Bluegrasscoms, we're committed to protecting and respecting your privacy.

This Policy explains when and why we collect information about people who visit our website, how we use it, the conditions under which we may disclose it to others and how we keep it secure.

We may change this Policy from time to time so please check this page occasionally to ensure that you're happy with any changes. By using our website and services, you're agreeing to be bound by this Policy.

Any questions regarding this policy and our privacy practices should be sent by email to compliance@bluegrasscoms.com or by writing to Compliance Team, Bluegrasscoms, Construction House, Winchester Road, Newbury, RG209EQ. Alternatively, you can telephone 0844 247 3577.

Who are we?

Bluegrasscoms is a leading automotive business consultancy and service provider, based in Newbury UK.

VISION is an innovative bodyshop system, designed and developed by Bluegrasscoms themselves. Its primary purpose is to reduce the cost of the repair jobs for both repair centres and vehicle manufacturers. In turn, it drives total loss avoidance to keep more vehicles on the road, and bring in more trade for the repair centre.

With more than two decades of experience in the telesales arena, Bluegrasscoms has built an excellent reputation for growing sales through the use of telephone contact. As a result, Bluegrasscoms has the ability to focus on areas of revenue that might be lost to traditional dealer practices.

Bluegrasscoms has a dedicated in-house digital marketing team. In a world where instant communication is desired, our specialist team can help you through the complexities of the online world.

Bluegrasscoms has an unrivalled knowledge of the automotive business. That knowledge has been harnessed to develop industry-leading services for vehicle manufacturers and large automotive organisations.

How do we collect information from you?

We obtain information about you when you use our website, for example, when you contact us about products and services, how you navigate around the website or if you register to receive one of our weekly newsletters.

What type of information is collected from you?

The personal information we collect might include your name, email address, IP address, and information regarding what pages are accessed and when.

How is your information used?

We may use your information to:

- process forms that you have submitted;
- to carry out our obligations arising from any contracts entered into by you and us;
- seek your views or comments on the services we provide;
- notify you of changes to our services;
- send you communications which you have requested and that may be of interest to you.

We review our retention periods for all data on a regular basis. We are legally required to hold some types of information to fulfil our statutory obligations (for example data on our employees or financial data). We will hold your data on our systems for as long as is necessary for the relevant activity, or as long as is set out in any relevant contract you hold with us.

Who has access to your information?

We will not sell or rent your information to third parties.

We will not share your information with third parties for marketing purposes.

Third Party Service Providers working on our behalf: We work with a very limited number of service providers, as such we may pass your information to our third party service providers, agents subcontractors and other associated organisations for the purposes of completing tasks and providing services to you on our behalf (for example managing our employee data). However, when we use third party service providers, we disclose only the personal information that is necessary to deliver the service and we have a contract in place that requires them to keep your information secure and not to use it for their own direct marketing purposes. Please be reassured that we will not release your information to third parties beyond the Bluegrasscoms Network for them to use for their own direct marketing purposes, unless we are required to do so by law, for example, by a court order or for the purposes of prevention of fraud or other crime.

We have a very strict process for selecting Third Party Service Suppliers, and all suppliers are required to host data in ISO:27001 secured locations within the EU.

Your choices

You have a choice about whether or not you wish to receive information from us. If you do not want to receive direct marketing communications from us about the work we do and our exciting products and services, then you can contact your point of contact, or by dropping an email to compliance@bluegrasscoms.com

We will not contact you for marketing purposes by email, phone or text message unless you have given your prior consent. We will not contact you for marketing purposes by post if you have indicated that you do not wish to be contacted. You can change your marketing preferences at any time by contacting us by email: compliance@bluegrasscoms.com or telephone on 0844 247 3577.

How you can access and update your information

The accuracy of your information is important to us. We're working on ways to make it easier for you to review and correct the information that we hold about you. In the meantime, if you change email address, or any of the other information we hold is inaccurate or out of date, please contact your point of contact or email us at: info@bluegrasscoms.com

You have the right to ask for a copy of the information Bluegrasscoms hold about you. This is called a Subject Access Request or SAR. For a copy of our SAR form please email compliance@bluegrasscoms.com

Security precautions in place to protect the loss, misuse or alteration of your information

When you give us personal information, we take steps to ensure that it's treated securely. Any sensitive information is encrypted and protected with a minimum 256 Bit encryption. When you are on a secure page, a lock icon will appear on the bottom of web browsers such as Microsoft Internet Explorer.

Non-sensitive details (your email address etc.) are transmitted normally over the Internet, and this can never be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, we cannot guarantee the security of any information you transmit to us, and you do so at your own risk. Once we receive your information, we make our best effort to ensure its security on our systems. Where we have given (or where you have chosen) a password which enables you to access certain parts of our websites, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

Profiling

We may analyse your personal information to create a profile of your interests and preferences so that we can contact you with information relevant to you. We may make use of additional information about you when it is available from external sources to help us do this effectively. We may also use your personal information to detect and reduce fraud and credit risk.

Use of 'cookies'

Like many other websites, the Bluegrasscoms website uses cookies. 'Cookies' are small pieces of information sent by an organisation to your computer and stored on your hard drive to allow that website to recognise you when you visit. They collect statistical data about your browsing actions and patterns and do not identify you as an individual. For example, we use cookies to store the contact details you enter into forms on our website to speed up completing the form in the future. This helps us to improve our website and deliver a better more personalised service.

It is possible to switch off cookies by setting your browser preferences. For more information on how to switch off cookies on your computer, visit our full cookies policy. Turning cookies off may result in a loss of functionality when using our website.

Links to other websites

Our websites may contain links to other websites run by other organisations. This privacy policy applies only to our websites, so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for the privacy policies and practices of other sites even if you access them using links from our website.

In addition, if you linked to one of our websites from a third party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third party site and recommend that you check the policy of that third party site.

Transferring your information outside of Europe

All Bluegrasscoms systems are located in EU data centres, we do not transmit data outside of the EU except where we are required to by law.

If you use our services while you are outside the EU, your information may be transferred outside the EU in order to provide you with those services.

Review of this Policy

We keep this Policy under regular review. This Policy was last updated in April 2018.