

## Use of Your Personal Data

### Who we are

Your information will be held by Birmingham Midshires which is part of the Lloyds Banking Group and AA which is part of the AA Group.

### Our Group

More information on the Group can be found at [www.lloydsbankinggroup.com](http://www.lloydsbankinggroup.com)

### Birmingham Midshires and the AA

When you apply for an AA Savings Account, you will be asked to provide certain personal information. Your personal data in respect of this account (which will include details regarding your account) will be held and shared between members of The AA Group (which includes AA Financial Services Limited (“**the AA**”)) (“**AA Group**”) and Bank of Scotland Plc which trades as Birmingham Midshires (“**Birmingham Midshires**”, “**we**”, “**us**”, “**our**”), part of the Lloyds Banking Group. Birmingham Midshires and the AA will, in relation to any data that you submit when you apply for an AA Savings Account, share your personal information which they will process independently of each other for their own purposes including in connection with your account.

Birmingham Midshires is registered as a data controller (under the name of Bank of Scotland plc) with the Information Commissioner’s Office (“**ICO**”) under the terms of the Data Protection Act 1998 (“**DPA**”), with the registration number Z7828948. AA Financial Services Limited is registered as a data controller with the ICO with the registration number Z1904708.

This notice describes how your personal data provided or obtained in respect of your application and/or your account will be handled, disclosed, and protected by Birmingham Midshires and the AA and other members of the Lloyds Banking Group and the AA Group. The processing and disclosure of your personal data in respect of other products and services will be subject to the notices given in respect of those products and services. Please refer to such notices as relevant.

### What personal information is collected?

Birmingham Midshires and the AA may collect and share with each other the following information in connection with any AA savings account:

- your full name and contact information (including home address, e-mail address, home telephone number and mobile telephone number) and any other contact details you provide to Birmingham Midshires or the AA, including any updates you provide or which we obtain from other sources;
- your age and date of birth;
- your country of residence and nationality;
- gender;

- employment status;
- details of any current AA savings accounts;
- financial information including source of wealth;
- personal information including the above categories of information of a third party (such as a joint applicant) which you provide to us or the AA with their consent in accordance with the “Joint Applicants” section below;
- information that you provide when you apply for an AA Savings Account; and
- records of any correspondence with you regarding any specific enquiry you make.

## **How Birmingham Midshires will use your Personal Data**

### **Where we obtain your information**

Your personal information will be held securely in Lloyds Banking Group systems so that we and any other companies in our Group that you have dealings with, either now or in the future, can manage your relationship with us. This will include information you provide when you apply to us, and any additional information provided by you or others in various ways, including:

- (a) in applications, emails and letters, during telephone calls and conversations in branch, when registering for services, in customer surveys, when you participate in competitions and promotions, when using Lloyds Banking Group company websites, and during financial reviews and interviews.
  - (b) from analysis (for example, the amount frequency, location, origin, and recipient) of your payments and other transactions, and your use of services involving other Lloyds Banking Group companies and what they know from operating your account (including the creation of profiles used to uniquely identify you when you use our online, mobile and telephony services) which are used to help us combat fraud and other illegal activity; and
  - (c) information Lloyds Banking Group companies receive from or through other organisations (for example card associations, credit reference agencies, insurance companies, retailers, comparison websites, social networks, and fraud prevention agencies) whether in the course of providing products and services to you or otherwise, and from information we gather from your use of and interaction with our internet and mobile banking services and the devices you use to access them.
- We will not retain your personal information for longer than is necessary for the maintenance of your account, or for legal or regulatory requirements.

### **How we use and share your information**

We may share the personal information we hold about you across the Lloyds Banking Group for the following administrative activities:

- (a) providing you with products and services and notifying you about either important changes or developments to the features and operation of those products and services;
- (b) responding to your enquiries and complaints;
- (c) administering offers, competitions, and promotions;
- (d) undertaking financial reviews;
- (e) facilitating the secure access to online platforms;

and also for the following data sharing activities:

- (f) updating, consolidating, and improving the accuracy of our records;
- (g) undertaking transactional analysis;
- (h) arrears and debt recovery activities;
- (i) testing new systems and checking upgrades to existing systems;
- (j) crime detection, prevention, and prosecution;
- (k) evaluating the effectiveness of marketing, and for market research and training;
- (l) customer modelling, statistical and trend analysis, with the aim of developing and improving products and services;
- (m) assessing lending and insurance risks across the Lloyds Banking Group;
- (n) managing your relationship with the Lloyds Banking Group companies.

By sharing this information it enables us, and other companies in the Lloyds Banking Group, to better understand your needs and run your accounts in the efficient way that you expect.

Your data may also be used for other purposes for which you give your specific permission, or, in very limited circumstances, when required by law or where permitted under the terms of the Data Protection Act 1998.

### **When we may share your information**

We will treat your personal information as private and confidential, but may share it with each other and disclose it outside the Lloyds Banking Group if:

- (a) allowed by this agreement;
- (b) you consent;
- (c) needed by our agents, advisers or others involved in running accounts and services for you or collecting what you owe Group companies;
- (d) needed by subcontractors to help us manage your records;
- (e) HM Revenue & Customs or other authorities require it;
- (f) the law, regulatory bodies (including for research purposes), or the public interest permits or requires it;
- (g) required by us or others to investigate or prevent crime;
- (h) needed by market research companies to assist us in providing better products and services for you;
- (i) any other parties connected with your account (including guarantors) need it;
- (j) required as part of our duty to protect your accounts, for example we are required to disclose your information to the UK Financial Services Compensation Scheme (FSCS); or
- (k) you use price comparison websites or other similar services to research or purchase financial products and services. These providers will use information about you and your relationship with us to help ensure you get the best results from their services, enabling you to make an informed choice.

We will always ensure your information remains safe and secure.

### **Sharing your information between the Lloyds Banking Group and the AA Group**

Any personal information provided by the AA Group or you will be shared within the Lloyds Banking Group and with the AA Group of Companies so that both groups of companies can look after their respective relationships with you. By sharing this information it enables both companies to better understand your needs, run your accounts and provide products in the efficient way that you expect.

### **Using your information to help prevent terrorism and crime**

The Government also requires us to screen applications that are made to us to ensure we are complying with the international fight against terrorism and other criminal activities. As a result of this we may need to disclose information to government bodies.

### **Sharing your information to assist with asset buying or selling**

Lloyds Banking Group companies may in the future wish to sell, transfer or merge part or all of their business or assets, or any associated rights or interests, or to acquire a business or enter into a merger with it. If so, they may disclose your personal information to a potential buyer, transferee, or merger partner or seller and their advisers so long as they agree to keep it confidential and to use it only to consider the possible transaction. If the transaction goes ahead, the buyers, transferee or merger partner may use or disclose your personal information in the same way as set out in this notice.

### **Joint Applicants**

If you give personal information about someone else (such as a joint applicant) then you should not do so without their permission. Where information is provided by you about someone else, or someone discloses information about you, it may be added to any personal information that is already held by us and it will be used in the ways described in this privacy notice.

### **Sharing personal information between joint applicants**

Sometimes, when you open a joint account or product, this may mean that certain of your personal data will be shared with the other applicant. For example, transactions made by you will be seen by your joint account holder and vice versa.

### **How we manage sensitive personal information**

The Data Protection Act defines certain information as 'sensitive' (racial or ethnic origin, political opinions, religious beliefs, trade union membership, physical or

mental health, sexual life, criminal proceedings and offences). If you apply to us for insurance, a pension, health insurance or life assurance, we may ask you for some 'sensitive' details. We will only use this information to provide the service you require and we will ask for your explicit consent. As a customer, there may be times when you give us sensitive information. We may share it with other parts of the group and our subcontractors to keep your records up to date.

### **Using companies to process your information outside the EEA**

All countries in the European Economic Area (EEA), which includes the UK, have similar standards of legal protection for your personal information. We may run your accounts and provide other services from centres outside the EEA (such as the USA and India) that do not have a similar standard of data protection laws to the UK. If so, we will require your personal information to be protected to at least UK standards. We may process payments through other financial institutions such as banks and the worldwide payments system operated by the SWIFT organisation if, for example, you make a CHAPS payment or a foreign payment. Those external organisations may process and store your personal information abroad and may have to disclose it to foreign authorities to help them in their fight against crime and terrorism. If these are based outside the EEA, your personal information may not be protected to standards similar to those in the UK.

### **Using Fraud Prevention Agencies**

We have systems that protect our customers and ourselves against fraud and other crime. Customer information can be used to prevent crime and trace those responsible. We will share your personal information from your application with fraud prevention agencies. If false or inaccurate information is provided and fraud is identified, details of this fraud will be passed to these agencies. Law enforcement agencies may access and use this information. We and other organisations may also access and use this information to prevent fraud and money laundering, for example, when:

- Checking details on applications for credit and credit related or other facilities.
- Managing credit and credit related accounts or facilities.
- Recovering debt.
- Checking details on proposals and claims for all types of insurance.
- Checking details of job applicants and employees.

Please contact us on 0345 602 2828 if you want to receive details of the relevant fraud prevention agencies. We and other organisations may access and use from other countries the information recorded by fraud prevention agencies.

### **How we check your identity**

We may ask you to provide physical forms of identity verification when you open your account. Alternatively, we may search credit reference agency files in assessing your application. The agency also gives us other details and information from the Electoral Register to verify your identity. The agency keeps a record of our search,

whether or not your application proceeds. Our search is not seen or used by lenders to assess your ability to obtain credit.

### **Undertaking Anti-Money Laundering checks**

To comply with money laundering regulations, there are times when we need to confirm (or reconfirm) the name and address of our customers. This information may be shared with other group companies. For more details about identity checks, please contact us on 0345 602 6302.

### **Using your details for service contact**

Making sure we deliver excellent customer service is very important to us and to do this various methods of communication may be used when sending you information about your account. Most of the time you will be contacted by letter or telephone, but you may also be sent updates by text message or email when it is believed to be appropriate. You can ask us to stop sending these messages at any time. Additionally, in extraordinary circumstances (such as natural disaster or civil unrest) we may also send you updates by text message or email. If we decide to use email to contact you, we will only do this if we have ensured that using email will not put your information at risk, or, if you have requested we email you, that we have explained the risks of sending an "insecure" email and that you are happy to accept that risk.

In addition you may wish to choose a channel of communication that suits you when you need to contact us. If you need to email a Lloyds Banking Group company, we recommend you check their website to see if a secure email facility exists so that your email can be sent securely. If you send us emails in other ways, such as from your personal account, then remember that the message may not be secure and there is a risk that it could be intercepted. If you choose to send an "insecure" email, please keep the amount of confidential information you include to a minimum.

### **Recording phone calls**

We and The AA may monitor or record phone calls with you in case we need to check we have carried out your instructions correctly, to resolve queries or issues, for regulatory purposes, to help improve our quality of service, and to help detect or prevent fraud or other crimes. Conversations may also be monitored for staff training purposes.

### **Using information on social networking sites**

As part of our ongoing commitment to understanding our customers better, we may research comments and opinions made public on social networking sites such as Twitter and Facebook.

### **Obtaining a copy of your information**

Under the Data Protection Act you have the right of access to your personal data. The Act allows us to charge a fee of £10 for this service. If anything is inaccurate or

incorrect, please let us know and we will correct it. For further details on how to request a copy of your information, please contact us on 0345 603 6302.

### **Using your personal information to contact you about products and services**

Lloyds Banking Group companies will use your personal information so we can provide you with product details and offers that are more relevant to you. This may include products and services from companies outside of our Group if we believe it may be of interest to you or benefit you financially, and it could continue after your relationship with us ends.

We might contact you by mail, telephone, email, or text unless you have asked us not to. If you are an Internet Banking customer, we may also display personalised advertising to you when you use our Internet Banking service and mobile app, and through other digital channels (such as other websites or digital TV). You can change your preferences at any time by updating them online, calling us, writing to us or contacting your local branch. If you do opt out, you may still see some generic, non-personalised advertising when you are using other digital channels.

### **Passing your information to other companies for their own direct marketing**

Unless you have given us your consent, we will not provide information about you to companies outside our group to use for their own marketing purposes.

### **Contacting you on your product maturity**

To provide the best possible service, we will need to contact you shortly before the maturity of any fixed term or fixed rate products. This ensures that you can be made aware of the options available, and helps you make an informed decision about your maturity instructions.

### **Using Cookies**

AA Savings is committed to protecting you and any data (anonymous or otherwise) that we collect about you online. This section tells you how we use cookies, why, and how this allows us to improve our service. It also tells you how you can manage what cookies are stored on your device. We call it our Cookies Policy.

By using our websites (through any device) you agree that this Cookies Policy applies to that use in addition to any other terms and conditions which may apply.

We reserve the right to make changes to our Cookies Policy. Any changes will appear here and become effective immediately. Your continued use of our websites is taken as meaning that you agree to such changes.

### **Using Cookies**

In general, you can visit Lloyds Banking Group websites without identifying who you are or revealing any information about yourself. However, cookies are used to store small amounts of information on your computer, which allows certain information

from your web browser to be collected. Cookies are widely used on the internet and do not identify the individual using the computer, just the computer being used. Cookies and other similar technology make it easier for you to log on to and use our websites during future visits.

To access our cookie notice, please go to [theaa.com/savings-accounts/birmingham-midshires](http://theaa.com/savings-accounts/birmingham-midshires)

## **Changes to Privacy Notice**

We keep our privacy notice under regular review and we will reflect any updates within this notice. This privacy notice was last updated March 2017.

## **Further Information**

For further information please contact us on 0345 603 6302.

## **How the AA Group will use your Personal Data**

This is our standard privacy policy.

When we ask you for specific details, we'll always:

- be clear about why we need them
- make sure that your personal information is kept secure

## **What does our privacy policy cover?**

- The AA Group ('we' and 'us') means AA plc, together with any entity in which AA plc directly or indirectly has at least a 50% shareholding.
- The AA Group uses a variety of well-known brand and trading names including (but not limited to): AA, BSM, Go Travel Insurance, 1Stop Travel Insurance and Peak Performance.
- We may transfer your personal information among the members of the AA Group for the purposes contemplated in this privacy policy.
- We're committed to protecting your privacy. We comply with the principles of the **Data Protection Act 1998 (guide)**, and aim to maintain best-practice standards in our processing of personal and/or sensitive personal data.
- We may provide more specific information about how we use personal and/or sensitive personal data in our product or service specific documentation, such as any policy documentation or literature.
- If there's any inconsistency or conflict between this privacy policy, and that product or service specific documentation, then that specific documentation will be the one you need to refer to.



To get details of the relevant members, write to: **AA Data Protection Officer**, The AA, Fanum House, Basing View, Basingstoke, Hampshire RG21 4EA.

### **How do we use your information?**

We use the information we receive from you, together with information we've obtained in the course of our relationship with you (including in relation to goods and/or services we provide to you, and/or your use of those goods and/or services), to:

- provide goods and/or services that you request
- communicate with you
- personalise information sent to you

We also use your information for other purposes specified in this privacy policy.

Examples of how we may personalise information include:

- using your information in generating an insurance quote for you, or
- letting you know when we'll be delivering certain products in your area

We don't sell your personal information to third parties for marketing purposes, but we may share your information with them so they can market AA-branded products and services (even where those products and services are provided by a third party).

We store the information you provide to us, including:

- information provided via forms you complete on our website
- information which we may collect from your browsing

Our servers, in common with nearly all web servers, log each page that's downloaded from the site.

Any new information you provide to us may be used to update an existing record we hold for you.

If you give us a work email address, we won't be responsible for third parties (who are authorised to access your work email address) having access to any communications we send.

### **How do we use your details to prevent fraud and money laundering?**

- Your details may be given to fraud prevention agencies, and other organisations where your records may be searched

- We conduct a search with a credit reference bureau to help us provide a quote
- The credit reference check helps us determine which payment options we can make available to you

A copy of this search will be left on your credit file but won't affect your credit score. If we're providing a motor insurance quotation, this search will be noted on your credit file and may be reflected in your credit score.

We may carry out similar credit searches before sending you information about our products and services. This ensures that we only send you information about products and services that are likely to be of interest to you.

If you apply for one of our insurance or financial services products (such as a credit card or loan), we (or the supplier of the product) will search your record at a credit reference agency, and may check your details with fraud prevention agencies. The precise nature of these processes is explained fully when you apply.

### **Why do we give third parties your data?**

Third parties may deliver some of our products to you, or provide all or part of the service requested by you.

In these instances, while the information you provide will be disclosed to them, it will only be used for:

- the administration and provision of the relevant product or service (including, for example, verification of any quote given to you, and claims processing)
- underwriting and pricing purposes as appropriate
- testing
- maintaining management information for business analysis.

### **Why do we ask for your home, mobile phone number, and email address?**

- so we can contact you about an enquiry you've made
- to contact you about relevant products or services
- to contact you if there's a problem with your order
- for any other reasonable reason to do so

### **Why might we need to call you?**

We make outbound phone calls for a number of reasons relating to our many products and services, including breakdown cover and insurance.

We're fully committed to the regulations set out by **Ofcom**, and follow strict processes to ensure we comply with them.

### **What happens with your information when you enter a contest?**

When you enter a contest or other promotional feature, we may ask for your name, address, phone numbers and email address so we can administer the contest and notify winners.

We may also use the information we collect to notify you by post, phone, mobile phone, email and SMS about new or existing services, products and special offers we think you'll find of interest (in accordance with your marketing preferences).

Generally, by providing the requested data you consent to us using that data for administrative purposes, and for informing you of other products and services by letter, SMS, phone and/or email.

We may also use the information we collect to occasionally notify you about important functionality changes to the website.

### **What happens to your data if you make a donation to the AA Charitable Trust?**

Your data won't be used for marketing purposes.

Each time you receive electronic marketing information or a message, you have the option to decline to receive further marketing information from us. This is known as an 'opt-out'.

### **Want to opt out of receiving marketing information from us?**

Use the opt-out option in the relevant email, or write to us at:

**AA Data Protection Officer**, The AA, Fanum House, Basing View, Basingstoke, Hampshire RG21 4EA.

If you have more than one address or email address registered with us, please make sure to:

- tell us which of these you'd prefer we contacted you on
- update your preferences if they change

What we may use your information (and contact details) for:

- market research and analysis to evaluate, assess and improve the products and services we provide
- identifying trends and popular products and services – which may include contacting you to take part in customer satisfaction and feedback surveys

As required by the Data Protection Act 1998, we follow strict security procedures in the storage and disclosure of information you've given us. If we give information to a third party (either a provider of a product or service, or an external data processing agency such as a mailing house) we'll exercise strict control over it contractually, typically requiring it - and any of its agents and/or suppliers - to:

- maintain the security and confidentiality of the information, and restrict access to those of its own employees
- only use the data for the purpose agreed with us, and prevent it being used for any other purpose by any other party
- refrain from communicating with you, except if it's about the product or service in question
- return the data to us at the end of any contract term
- destroy or delete any copies made of all or any part of the information, unless copies need to be kept to comply with applicable law or regulations

We will also restrict the information disclosed to the absolute minimum necessary, e.g. to provide the product or service.

### **Your identity information: why we need it and how we use it**

Our own security procedures mean that we may occasionally have to request proof of identity or check your presence on the electoral roll.

If you get in touch with us by phone, we also reserve the right to ask security questions (which we in our sole discretion deem appropriate) to satisfy ourselves that you are who you say you are.

If you contact us via email or an online form, we may collect your electronic identifier, such as your Internet Protocol (IP) address or phone number supplied by your service provider. This is to identify any repeat website visits, fraudulent behavior or mystery shoppers using our websites.

### **Your data, your consent**

When you provide us with any data we'll always try, where possible, to:

- make it clear why we need it
- and (where required by law) obtain your consent to our use of it

Sometimes we may need to process sensitive personal data about you (such as your medical history and any motoring convictions). When this is required we will get your consent to that processing – as a minimum to the extent required by law.

### **How do we use other people's data?**

Where we deem appropriate, we may allow you to give consent on behalf of your spouse/partner/other relevant person.

If you provide consent on behalf of another person, you must ensure that you have their authorisation to do so. We reserve the right to request confirmation or to otherwise verify that you have that authorisation.

### **Your data and our third parties**

Following your purchase of a product or service, we may enter into an arrangement for that product or service to be provided by a new third party.

If this happens, the terms and conditions of your contract with us will provide that you consent to the transfer to and processing of personal and/or sensitive personal data by the new provider, subject to the requirements of the Data Protection Act 1998 and associated regulations.

### **What are cookies?**

In short: cookies are small data files that a website will put on your device. We're keen to find out what you like and dislike; your feedback plays a key role in helping us improve this site.

We use many techniques to follow your use of the site and provide you with a customised experience. The main and best known technique is by using what are known as 'cookies'. The data contained in the cookie can be retrieved by that website (or another website that can read the cookie) when you visit the relevant site.

Cookies cannot affect your device, but they do collect information that can be used to enhance the site. For example, a cookie can remember the items that you've placed into your shopping basket, or it can ensure you get the offer you requested. Typically, these will be 'session' cookies, which expire as soon as you leave the site.

Other cookies can tell us if you come back. These are 'persistent cookies', which expire after a period of time unless you delete them from your device. We use them to help customise the site and to do things such as display relevant advertising on the websites you visit based on your visit to our website.

Some cookies enable sites to work, while others help us learn about what people are browsing for.

### **Why would we need to disclose your information to third parties?**

As we've mentioned, we don't sell your personal information to third parties for marketing purposes. We may, however, share your information with them so they can market AA-branded products and services - even where those products and services are provided by a third party.

### **We may disclose your personal data to third parties in the following circumstances:**

- a. to fulfil your orders for a product or service or information in the event that third parties deliver the relevant product or service or information.  
For example: if you take out an insurance policy provided by a third party, they'll need your details to administer the policy, verify the quote given to you, and process any claims.
- b. where third parties administer or provide part or all of a product or service. So if you take out an insurance policy provided by a third party, we may pass your personal information to that party in connection with the continued provision of the policy;
- c. for underwriting, pricing, insurance rating analysis and testing purposes, and to maintain management information for business analysis
- d. where the third party provides services to us
- e. where we provide products or services to you, in accordance or connection with your relationship with a third party - in which case we may share information about you with them.  
For example: if you receive breakdown cover as part of an added value bank account, we may share your personal information with the bank.

In connection with the above disclosures and data sharing arrangements, we may receive personal information about you from these third parties. We may then add this information to our own records, and use it for the purposes we've outlined in this privacy policy.

Whether you're a customer or an AA Member, in the event that we sell/buy any business or assets, we may disclose personal information held by us about you to the potential seller/buyer of such business or assets.

If we (or substantially all of our assets) are acquired by a third party (or subject to a corporate reorganisation), personal information held by us about you will be one of the transferred assets.

Also, we may be required to pass on your information to the police or any other statutory or regulatory authority.

In some cases, exemptions may apply under the Data Protection Act 1998, whereby we can legitimately release personal data – e.g. to prevent or detect crime, or in connection with legal proceedings.

**‘How we use your information’** outlines how we may exchange personal data with third parties to:

- help us prevent fraud and money laundering
- assist us in providing a quote
- check which payment options we can make available to you
- (where appropriate) ensure that we only send you information about products and services that are likely to be of interest to you

### **Cross-border transfers of information**

From time to time, the AA Group may use service providers and organisations outside the **European Economic Area (EEA)** to process personal information for the purposes outlined in this privacy policy.

The laws of some non-EEA countries do not provide the same level of protection for personal data as the laws of the UK.

Where we transfer your personal data to such countries, we’ll take steps to ensure appropriate protections are in place to safeguard your personal data, as required by the Data Protection Act 1998.

### **Employees’ data - and employee spouses’ or partners’ data**

Personal and/or sensitive personal data of an employee (and of his or her spouse/partner) who takes out a product and/or service may be shared with any AA Group company for:

- operating the product or service
- administrative reasons (including, but not limited to, claim administration - which may be assisted by the employee's department personnel)

By accepting or purchasing the product or service, the employee (and his or her spouse/partner), provide the necessary consent for this transfer and use of data.

### **Data Protection Act marketing consent**

The AA Group have adopted this procedure in gaining your consent to be placed on their marketing lists:

1. When you first make an enquiry about (or buy a product or service) from the AA Group, you consent to receiving marketing from us
2. Your details are then placed on our marketing list for the AA Group

Each time you receive electronic marketing information or a message, you can opt out from receiving any more marketing information from us.

### **Want to opt out by post?**

If you don't want to receive marketing information from us, write to: **AA Data Protection Officer**, The AA, Fanum House, Basing View, Basingstoke, Hampshire RG21 4EA

How do we amend and retain your information?

It's useful for us – and for you – if we have your most up-to-date information, so please tell us in writing about any changes in your circumstances, and we'll amend your details. By law and regulation, we're obliged and allowed to keep certain types of data for a minimum period of time. This tends to be for six years, but can be longer if the statute or regulation requires or permits

Subject access requests: how to get a copy of the data we hold about you

You have a statutory right of access to personal and/or sensitive personal data that we hold about you.

To exercise this right, please write to: **AA Data Protection Officer**, The AA, Fanum House, Basing View, Basingstoke, Hampshire RG21 4EA.

Please refer to the information you wish to see giving dates if possible, and enclose a cheque for £10 payable to Automobile Association Developments Limited. We will not administer Subject Access Requests made by a third party, unless it arrives with the written authority of the person who's the subject of the request.

### **How do you choose the type of information you receive?**

You have the option at any time to:



- change the type of material sent to you at any time
- choose which products and services you wish to receive information about
- cancel any previous expressions of interest in particular areas

To do this, write to: **AA Data Protection Officer**, The AA, Fanum House, Basing View, Basingstoke, Hampshire RG21 4EA.

### **What happens if we decide to change our privacy policy?**

We will:

- update all relevant documentation, and
- post any changes on our websites

so that you're always aware of what information we collect, how we use it, and under what circumstances we disclose it.

Tell us what you think

We welcome your questions and comments about privacy. If you have any, please write to: **AA Data Protection Officer**, The AA, Fanum House, Basing View, Basingstoke, Hampshire RG21 4EA.

**Date – March 2017**