

# Privacy Policy

**Trailer4u** owned by **Trailer4U Limited** ensures all personal data is protected at all times, whether for prospective, actual or withdrawn clients. We **respect your privacy** and want you to be able to trust us as much when it comes to data protection as when it comes to **Business Growth**.

The Privacy Policy below will help you understand what personal data we collect, why we collect it and what we do with it. To ensure the best possible security, the information is always transmitted to us in encrypted form.

Please take a moment to familiarise yourself with our privacy practices and let us know if you have any questions by sending us an [email](#) or submitting a request through the “**Contact Us**” form on our website.

If you have any questions about this Privacy Policy, please contact us at:

Email: [contactus@trailer4u.co.uk](mailto:contactus@trailer4u.co.uk)

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## Content of this Privacy Policy

1. Processing of Personal Data
  2. Controller
  - 3. Rights of the Data Subject**
  - 4. Disclosure to Authority**
  5. Collection and Processing of Personal Data when visiting our Website
- 5.1 Cookies**
  - 5.2 Opt-out for cookies used for online advertising

5.3 Administration and deletion of all cookies

## **5.4 Web Analytics**

5.4.1 Google Analytics

## **5.5 Online Advertising**

5.5.1 Google Ads (formerly Google Adwords)

5.5.1.1 Google Ads Conversion

5.5.1.2 Google Ads Remarketing

5.5.2 (Website) Facebook Custom Audiences (“Facebook Pixel”)

## **5.6 Web Shop**

## **6. Consent objection or withdrawal**

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1. “Data Protection Legislation” means all applicable data protection and privacy legislation in force from time to time in the UK including the UK GDPR; the Data Protection Act 2018; the Privacy and Electronic Communications Directive 2002/58/EC (as updated by Directive 2009/136/EC) and the Privacy and Electronic Communications Regulations 2003 (SI 2003/2426).

“UK GDPR” means Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data as it forms part of the law of England and Wales, Scotland and Northern Ireland by virtue of section 3 of the European Union (Withdrawal) Act of 2018.

Processing of Personal Data Personal data within the meaning of UK General Data Protection Regulation (GDPR) are all information relating to an identified or identifiable natural person, e.g. name, address, email address, etc.

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## 2. Who Is Collecting It?

Any personal data provided to or collected by <https://trailer4u.co.uk> is controlled by **Trailer4U Limited**, the data controller.

This **Privacy Policy** applies to personal data collected by **Trailer4u** in connection with the services and products we offer. Responsible for the processing of personal data within the meaning of UK GDPR is <https://trailer4u.co.uk> managed by the company(s): **Trailer4U Limited**, 28 Paradise Orchard, Aylesbury, HP180EX.  
Registered company number: **15659888**, e-mail: [contactus@trailer4u.co.uk](mailto:contactus@trailer4u.co.uk)

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## 3. Rights of the Data Subject

As data subject affected by the data processing activity, you have the following rights concerning your data following the legal provisions:

**Right of access**

**Right to rectification and erasure**

**Right to restriction of processing**

**Right to data portability**

**Right to object**

Furthermore, you have the right to complain to a supervisory authority concerning your personal data processing. When we work on your rights mentioned above, we may ask you for proof of your identity.

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## 4. Disclosure to Authority

In the event of a legal obligation, we reserve the right to disclose information about you if we are required to surrender it to competent authorities or law enforcement bodies.

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## 5. What Personal Data Is Being Collected?

Personal data within the meaning of **UK General Data Protection Regulation (GDPR)** are all information relating to an identified or identifiable natural person, e.g., name, address, email address, etc.

You are not required to provide **Trailer4u** the personal data that we request, but if you choose not to do so, we may not be able to provide you with our products or services, or with a high quality of service or respond to any queries you may have.

We may collect personal data from a variety of sources. This includes:

- **Personal data we collect automatically,**
- **Personal data you give us directly, and**
- **Personal data we collect from other sources.**

Ways in which we collect your personal data

We may collect personal data from a variety of sources. This includes:

### 1. Personal data we collect automatically

One can visit and use our website for information purposes only; if you do not register or otherwise provide us with information we only collect the personal data (such as log data) that your browser transmits to our server, which is technically necessary for us to display our website to you and to guarantee stability and security.

We transfer the collected data to the relevant internal departments for processing and to other affiliated companies within **Trailer4u** or external service providers, contractors (e.g., hosting, content management system) in accordance with the purposes required (for displaying the website and setting up its content).

**The deletion of the log files takes place after 30 days.**

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## **6. Cookies**

In addition to the data mentioned above, cookies or other technologies like pixels (from now on referred to as “Cookies”) are used on your computer when visiting or using our website. Cookies are small text files stored by your browser on your device to save certain information or image files, such as pixels. The next time you visit our website on the same device, the information held in the cookies will subsequently be transmitted either to our website (“First Party Cookie”) or to another website to which the cookie belongs to (“Third Party Cookie”).

This website uses the following types of cookies, the scope, and functionality of which are explained below:

### **1. Technical cookies (Type A)**

**2. Functional and Performance cookies** (you can’t deactivate them, they are co-called "strictly necessary" cookies within the meaning of the ePrivacy Directive 2002/58 EC, which do not require consent)

**3. Consent-based cookies (Type C)** - to display specific advertising for a particular type of our products on our website You can withdraw your consent

to the use of consent based cookies (Type C) individually at any time with effect for the future by adjusting your **Modify Settings** accordingly.

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## **2. Personal data you give us directly**

### **- First Party Cookie**

We collect data about how you use our services and products, such as the types of content you view or engage with, or the frequency and duration of your activities.

We also collect personal data you provide us when you register for an account on **Trailer4u**, marketing newsletter, complete a survey, to buy our products. In doing so, we may ask for personal data, such as your name, gender, date of birth, address, email address, telephone number or credit card details.

**Under data protection laws, we are required to have a legal basis to process your personal information. We have set out below the legal bases we rely on:**

**Contract:** To perform a contract entered into with you and fulfil our contractual obligations to you or to take steps at your request prior to entering into a contract. This processing is necessary for us to provide the service you have requested including: registering and managing your account; publishing your advert; administering and processing your online order; providing service updates; and our support services.

**Consent:** To provide information and take actions in relation to services which you have opted-in to receive. This includes where you specifically request for your details to be passed onto a third party (e.g where you make an

enquiry regarding a test drive or a vehicle for sale) or where you opt-in to receive relevant marketing communications from us (e.g. industry news and offers). For further information regarding consent please see below.

**Legal Obligation:** Where processing is necessary to comply with our legal or statutory obligations. This may include cooperating with police in relation to their investigations.

### **3. Personal data we collect from other sources**

We collect personal data from other sources including our trusted partnerships with third-parties and where we operate **Trailer4u** accounts on third-party platforms: For example, when you use the “like” functionality on Facebook.

Additionally, we receive information about you and other visitors’ interactions with our advertising to measure whether our advertising is relevant and successful. We also collect information about you and your activities from a third-party when we jointly offer services or products, or from third-party data enrichment providers who may deliver insights to **Trailer4u** about the personal data we hold.

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### **Opt-out for cookies used for online advertising**

You can also manage many companies’ cookies used for online advertising via the consumer choice tools created under self-regulation programs in many countries, such as the US-based <https://www.aboutads.info/choices/> or the

UK-based <http://www.youronlinechoices.com/uk/your-ad-choices> .

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## **Administration and deletion of all cookies**

You can set your web browser in such a way that cookies are generally prevented from being saved to your device and/or that you are asked each time whether you agree with cookies being enabled. You can also, at any time, delete cookies that have been enabled again. You can find out how all this works in detail from your browser's help function. Please note that generally, deactivating cookies may lead to functional restrictions of our website.

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### **5.4 Web Analytics**

#### **5.4.1 Google Analytics**

<https://trailer4u.co.uk> uses Google Analytics, a web analysis service of Google Ireland Ltd. (“Google”). Google Analytics uses a specific form of cookie, which is stored on your computer and enables an analysis of your use of our website. The information about your use of this website generated by the cookie is generally transmitted to a Google server in the USA and stored there.

We would like to point out that Google Analytics has been expanded on this website to include the code “gat.\_anonymizeIp();” to ensure the anonymized recording of IP addresses (so-called IP masking). Due to the IP anonymization on this website, your IP address is shortened by Google within the territory of the EU and the Treaty States of the European Economic Area. Only in exceptional cases the full IP address is transmitted to a Google server in the USA and shortened there.



Google respects

Privacy Shield UE-SUA,

(<https://www.privacyshield.gov/UE-US-Framework>). You can prevent the storage of cookies by making the proper setting using your browser software. In addition, you can prevent Google from recording the data related to your use of the website generated by the cookie (including your IP address) and from processing this data by downloading and installing the browser plugin available at <https://tools.google.com/dlpage/gaoptout?hl=en>

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**Cookie lifetime: up to 12 months** (this applies only to cookies which have been set by this website)

**Maximum storage period of data: up to 26 months.**

**Legal basis: Art. 6 (1) f GDPR (legitimate interest)**

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**Recipients:**

**Third party information:**

Google Dublin, Google Ireland Ltd, Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001. Google Analytics Terms of Service:

<https://www.google.com/analytics/terms/gb.html> , General overview on

Google Analytics security and privacy principles:

<https://support.google.com/analytics/answer/6004245?hl=en> , as well as

Google's privacy policy: <https://policies.google.com/privacy?hl=en> . Google has submitted itself to the EU-US Privacy Shield,

(<https://www.privacyshield.gov/EU-US-Framework>).

5.5 Online Advertising

5.5.1 Google Ads (formerly Google Adwords)

### 5.5.1.1 Google Ads Conversion

### 5.6.1 Google Ads (formerly Google Adwords)

Information/purpose:

#### **5.6.1.1 Google Ads Conversion**

We use the services of Google Ads to draw attention to our attractive offers with the help of advertising materials (so-called Google Ads) on external websites. We can determine in relation to the data of the advertising campaigns how successful the individual advertising measures are. We are interested in showing you advertisements that are of interest to you, to make our website more interesting for you and to achieve a fair calculation of advertising costs.

The advertising materials are delivered by Google via so-called “Ad Servers”. For this purpose, we use ad server cookies, through which certain parameters for measuring success, such as the insertion of ads or clicks by users, can be measured. If you access our website via a Google ad, Google Ads stores a cookie on your device.

These cookies usually expire after 30 days and are not intended to identify you personally. For this cookie, the unique cookie ID, number of ad impressions per placement (frequency), last impression (relevant for post-view conversions) and opt-out information (mark that the user no longer wishes to be addressed) are usually stored as analysis values.

These cookies enable Google to recognize your Internet browser. If a user visits certain pages of an Ads customer's website and the cookie stored on their device has not expired, Google and the customer can recognize that the user has clicked on the ad and has been redirected to this page. Each Ads

customer is assigned a different cookie. Cookies cannot therefore be traced via the websites of Ads customers. We do not collect and process any personal data in the aforementioned advertising measures. We only receive statistical evaluations from Google.

On the basis of these evaluations we can recognize which of the used advertising measures are particularly effective. We do not receive any further data from the use of advertising material; in particular, we cannot identify users on the basis of this Information.

Due to the marketing tools used, your browser automatically starts a direct connection to the Google server. We have no influence on the extent and the further use of the data which are raised by the use of this tool by Google and inform you therefore according to our knowledge: By the integration of Ads conversion Google receives the information that you called the appropriate part of our Internet appearance or clicked an announcement of us. If you are registered with a Google service, Google may associate your visit with your account. Even if you are not registered with Google or have not logged in, it is possible that the providers may obtain and store your IP address.

#### **5.6.1.2 Google Ads Remarketing**

Remarketing helps us to show ads to users of our website, based on their interests on other websites within the Google advertising network (in Google search or on YouTube, so-called "Google ads" or on other websites).

To let us use this feature, Google stores cookies in the browsers of users who visit certain Google services or websites in the Google Display Network. This cookie is used to record the visits of these users. The number is used to uniquely identify a web browser on a particular device.

**Used Cookies: Type C.**

Recipients:

More informations (rights and setting options to protect your privacy)

<https://www.google.com/intl/en/policies/privacy>

; Google has submitted itself to the EU-US Privacy Shield,

<https://www.privacyshield.gov/EU-US-Framework>

Alternatively, you will also find more information on the website of the Network Advertising Initiative (NAI) at <http://www.networkadvertising.org>

### **Deletion/withdrawal:**

#### **Opt-out:**

1. Set your browser software accordingly (in particular by suppressing third-party cookies, you will not receive any ads from third-party providers)
2. Deactivate cookies for conversion tracking: by setting your browser so that cookies are blocked by the domain [www.googleadservices.com](http://www.googleadservices.com) , <https://www.google.de/settings/ads> this setting being deleted when you delete your cookies;
3. Deactivate the interest-based ads of the providers that are part of the “About Ads” self-regulation campaign via the link <http://www.aboutads.info/choices>
4. Permanently deactivating Firefox, Internet Explorer or Google Chrome in your browsers under the link <http://www.google.com/settings/ads/plugin>
5. Set your cookie preferences accordingly ( click here ). Please note that in this case you may not be able to use all functions of this offer in full.

**Cookie lifetime: up to 180 days (this applies only for cookies which have been set by this website).**

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### **5.5.2 (Website) Facebook Custom Audiences (“Facebook Pixel”)**

<https://trailer4u.co.uk> uses the so-called "Facebook Pixel" of the social network "Facebook".

#### **Purpose:**

##### ***1. Facebook (website) Custom Audiences***

We can remind you about your favourite Extensions made by us. Remarketing helps us to contact you within 180 days. In this way, we pursue the interest in displaying advertisements that are of interest to you in order to make our website or offers more interesting for you.

##### ***2. Facebook conversion***

**Trailer4u** can match the potential interest of users and Facebook Ads are not annoying. The processing of this data by Facebook takes place within the framework of Facebook's data policy. Special information and details about the Facebook pixel and its functionality can also be found in the Facebook help area.

#### **Used Cookies: Type C**

**Recipients: Joint Controller:** We are jointly responsible with Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland (Facebook) for the collection and transfer of data in this process.

## **This applies to the following purposes:**

- The creation of individualised or suitable ads, as well as for their optimization
- Delivery of commercial and transaction-related messages (e.g. via Messenger) The following processes are therefore not covered by joint controllership:
- The process that takes place after the collection and transmission is within the sole responsibility of Facebook.
- The preparation of reports and analyses in aggregated and anonymized form is carried out as a Processor and is therefore within our responsibility.

We have concluded a corresponding agreement with Facebook for joint controllership, which can be accessed here:

[https://www.facebook.com/legal/controller\\_addendum](https://www.facebook.com/legal/controller_addendum). This agreement defines the respective responsibilities for fulfilling the obligation under the GDPR with regard to joint controllership.

The contact details of the Controller and the data protection officer of Facebook can be found here: <https://www.facebook.com/about/privacy>.

We have agreed with Facebook that Facebook can be used as a contact point for the exercise of data subject rights (see Section 1.3). Without prejudice to this, the jurisdiction of the Rights of Data Subjects is not limited.

Further information on how Facebook processes personal data, including its legal basis and further information on the rights of data subjects can be found here: <https://www.facebook.com/about/privacy>. We transfer the data within the scope of joint controllership based on the legitimate interest pursuant to Art. 6 (1) f GDPR. Information on the data security conditions can be found here: [https://www.facebook.com/legal/terms/data\\_security\\_terms](https://www.facebook.com/legal/terms/data_security_terms) and on processing on the basis of standard contractual clauses can be found here: [https://www.facebook.com/legal/EU\\_data\\_transfer\\_addendum](https://www.facebook.com/legal/EU_data_transfer_addendum).

## **Deletion/withdrawal:**

The “Facebook Custom Audiences” function can be deactivated in the Cookie Settings and for logged in users at

<https://www.facebook.com/settings/?tab=ads#>

**Cookie lifetime:** up to 180 days after last interaction (this applies only to cookies which have been set by this website)

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## **6. Consent objection or withdrawal**

If you have given your consent (Art. 6 (1) a GDPR) to the processing of your data, you can withdraw your consent at any time. Such a withdrawal influences the permissibility of processing your data after you have given it to us.

If we base the processing of your data on the weighing of interests (Art. 6 (1) f GDPR), you may object to the processing. This is the case if the processing is not necessary to fulfil a contract with you, described by us in the description of the functions/services. When exercising such an objection, we ask you to explain the reasons why we should not process your data as we have done. In the event of your justified objection, we will examine the situation and either stop or adjust data processing or point out to you our compelling reasons worthy of protection based on which we will continue processing.

Of course, you can object to the processing of your personal data for purposes of advertising and data analysis at any time. You can inform us about your

objection under the above and below mentioned contact details for the controller.

## **Contact Us**

If you have any questions about this Privacy Policy, please contact us at:

Email: [contactus@trailer4u.co.uk](mailto:contactus@trailer4u.co.uk)