

# Hyundai Privacy Policy

This website is operated by Hyundai Motor UK Ltd ("Hyundai"). For more information about us and how you can contact us please see the [Contact Us](#) section.

Hyundai is committed to respecting and protecting your privacy. We have established this privacy policy to demonstrate the care with which we will treat your information.

## Privacy

We will always respect your privacy and any personal information that you give us. We will always endeavour to comply with the UK Data Protection Act 1998 and any associated legal regulations concerning data protection.

When you visit this website, your personal data is only stored if submitted by you when requesting information or using any service available on the site, for example where you update details about your car or register your details at MyHyundai.

## Use of your information

This policy describes how Hyundai Motor UK (collectively referred to as "we") intend to use your personal information. If this differs for any reason, such as in the case of data relating to children, we will make this clear at the time of data collection.

- If you make a specific request for us to contact you, such as requesting a brochure or a test drive, we will use the personal information you provide to fulfil your enquiry. We may disclose your information to Hyundai Motor UK appointed companies and agents for this purpose. Where you request a service provided independently by our franchised dealers or by other Hyundai Appointed companies (for example, a test drive or a quote from Hyundai Insurance), we may share your information with them to fulfil this request. –You will also be given the opportunity to specify whether we, our franchised dealers and other Hyundai Appointed Companies can communicate with you by e-mail, SMS, Social Networks and mail.
- To discuss, comment, celebrate or advertise your activity and performance on the site, within the site itself / on our external platforms (e.g. twitter / facebook and youtube) and within any current or future Hyundai marketing communication. For the avoidance of doubt, such messaging would include both your name (as submitted to us) and profile name.
- If you activate your MyHyundai account you will be considered to be an owner or driver of that vehicle. As such, your details may be passed to one or more of Hyundai's agents, partners or franchised dealers to enable them to update their vehicle records. These partners may contact you to tell you about services related to your vehicle such as extended warranties, Roadside Assistance cover. If you do not wish your details to be passed to any of Hyundai's agents, partners or dealers you should tick the data protection opt out box on MyHyundai or any of the communications you receive that ask you to share personal information.
- If you do not object to us making further use of your data we, our franchised dealers or other Hyundai Appointed Companies may keep your data for a reasonable period and use the data given for our own internal research purposes or to contact you in the future to let you know about Hyundai's other products and services (such as motor insurance or financial products) or special offers that might be of interest to you or to ask you what you think of us in order to improve our customer service.
- We will only contact you by e-mail, SMS, Social Networks or mail if you have consented to our doing so. For these purposes, your personal information may be passed to and processed by Hyundai other Hyundai appointed companies, Hyundai's franchised dealers and other agents who act under our direction. We may also share your information with our franchised dealers for use in connection with their business as Hyundai franchised dealers. You may hear separately from our franchised dealers about our ranges of Hyundai or from our agents and representatives about related motoring products and services, such as motor insurance or financial products.
- Please note that certain benefits available through MyHyundai, managed via the Myoffers section of the MyHyundai pages on this site, may require us to contact you by e-mail to facilitate the redemption of a benefit. If you opt out of receiving e-mails on your MyHyundai account we will not send you the relevant redemption e-mail with the result that you may be unable to redeem the benefit in question.
- Hyundai will not pass your details to unrelated third party organisations except where we are legally obliged to do so (for example in relation to vehicle safety issues or financial regulation) or in order to prevent and detect fraud.

## Your consent

By submitting your information to Hyundai, you consent to the use of that information as set out in this policy. If we change our privacy policy we will post the changes on this page, and may place notices on other pages of the website, so that you may be aware of the information we collect and how we use it at all times. Continued use of the service will signify that you agree to any such changes.

If you give us information about another person, you confirm that the other person has appointed you to act on his/her behalf and has agreed that you can give consent on his/her behalf to the processing of his/her personal data in accordance with this policy.

## Forward to a friend

If you use the 'forward to a friend' facility, Hyundai Motor UK Ltd will pass your name and email address to the friend you are forwarding the information to.

## Right to object

You have the right to correct any inaccuracies in the personal data we hold about you, or to change your mind about the usage rights you have given us. Write to the CRM Manager at Hyundai Motor UK Ltd, 728 London Road, High Wycombe, Buckinghamshire, HP11 1HE, United Kingdom. You also have the right to ask us for a copy of the information about you, which we hold on our systems. We may charge you a small fee for the provision of this information to cover administration costs.

## Updating your details

If any of the information that you have provided to us changes, for example if you change your e-mail address, name or if you wish to cancel your registration, please let us know the correct details by sending an e-mail to [myhyundaienquiries@hyundai-car.co.uk](mailto:myhyundaienquiries@hyundai-car.co.uk) or writing to us at Hyundai Motor UK Ltd, 728 London Road, High Wycombe, Buckinghamshire, HP11 1HE, United Kingdom.

## Children

We may occasionally create on-line games, which children may play. Parents should supervise their children's online activities and consider using parental control tools available from online services and software manufacturers that help provide a child-friendly online environment. These tools can also prevent children from disclosing online their name, address, and other personal information without parental permission. We don't market knowingly to anyone under the age of 18. We would only collect data from under 18's in order to administer a competition.

## Security

Hyundai strictly protects the security of your personal information and your choices for its intended use. We use current industry standard technology to maintain the confidentiality and accuracy of the information you provide to us. However, the internet is not a secure medium so we cannot guarantee that any information you submit to us will be free from unauthorised third party intrusion.

## Cookies

### Why we use cookies

Like many companies, we use "cookie" technology on and off of our website.

Cookies are pieces of information that a website transfers to an individual's hard drive for the purpose of keeping records. They enhance your online experience by saving your preferences while you are visiting a particular site. The data is only used in the aggregate and the cookies do not contain any personally-identifiable information and cannot profile your system or collect information from your hard drive.

When you view our website we may place a "cookie" on your computer. Temporary cookies are used for purposes such as counting the number of visits to our sites. These temporary cookies are eliminated when you exit your browser. A permanent cookie may also be stored on your computer by your browser. When you log in, this type of cookie tells us whether you've visited us before or if you are a new visitor. The cookie doesn't obtain any personal information about you or provide us with any way to contact you, and the cookie doesn't extract any information from your computer. We do use the cookie to help us identify site features and information in which you have the greatest interest, so that we can provide more of what you may want.

The "help" portion of the toolbar on most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. Remember, though, that cookies allow you to take full advantage of all of our newest website features. More information about cookies may be found at [www.allaboutcookies.org](http://www.allaboutcookies.org).

### Disabling/Enabling Cookies

You have the ability to accept or decline cookies by modifying the settings in your browser. However, you may not be able to use all the interactive features of our site if cookies are disabled.

### What can I do to manage cookies stored on my computer?

There are a number of ways to manage cookies. If you use different computers in different locations you will need to ensure that each browser is adjusted to suit your cookie preferences.

Some modern browsers have a feature that will analyse website privacy policies and allow a user to control their privacy needs.

These are known as "P3P" features (Privacy Preferences Platform).

You can easily delete any cookies that have been installed in the cookie folder of your browser.

For example, if you are using Microsoft Windows Explorer: Open 'Windows Explorer'

- Click on the 'Search' button on the tool bar
- Type "cookie" into the search box for 'Folders and Files'
- Select 'My Computer' in the 'Look In' box
- Click 'Search Now'
- Double click on the folders that are found
- 'Select' any cookie file
- Hit the 'Delete' button on your keyboard

If you are not using Microsoft Windows Explorer, then you should select "cookies" in the "Help" function for information on where to find your cookie folder.

### What are session cookies used for?

Websites typically use session cookies to ensure that you are recognised when you move from page to page within one site and that any information you have entered is remembered. For example, if an e-commerce site did not use session cookies then items placed in a shopping basket would disappear by the time you reach the checkout. You can choose to accept session cookies by changing the settings in your browser - for more information, please go to the "manage cookies" section of [www.allaboutcookies.org](http://www.allaboutcookies.org).

- They can only be accessed by the site that placed them on your machine.
- A small piece of information is temporarily stored in your computer's memory, not on your computer's hard drive.
- They do not capture any information that identifies you personally.
- They store information about your browser session.
- Session cookies are destroyed as soon as you log out of the web site, close your browser, or are inactive for a specified length of time (often 20 minutes).

### What are persistent cookies used for?

A persistent cookie enables a website to remember you on subsequent visits, speeding up or enhancing your experience of services or functions offered.

For example, a website may offer its contents in different languages. On your first visit, you may choose to have the content delivered in French and the site may record that preference in a persistent cookie set on your browser. When you revisit that site it will use the cookie to ensure that the content is delivered in French.

A demonstration from [www.allaboutcookies.org](http://www.allaboutcookies.org) showing how a persistent cookie might be used.

You can decide whether to allow your browser to accept these types of cookies by changing the settings. For more information, please go to the "manage cookies" section of [www.allaboutcookies.org](http://www.allaboutcookies.org).

- Persistent cookies are stored on the user's machine so that a site can recognize them upon returning to it, and also so the user can be tracked across sites.
- Depending on the cookie configuration they can be accessed by other sites too.
- They are a small piece of information that is permanently stored on the computers hard-drive, not in your temporary memory.
- They capture information that could identify you personally (via an ID).
- They can be set to expire at any given period of time or never.
- They can be cleared by the user manually by deleting cookies from their machine.

### Web Beacons

Web beacons are Internet instrumentation that helps us to determine, for instance, whether a page has been viewed. When you ask us to send you information on a promotion or newsletter, we may use web beacons to determine how many of the emails we sent were actually opened. In general, any electronic image viewed as part of a web page, including a banner ad, can act as a web beacon.

Third party advertising networks that serve ads onto any of our websites may use cookies and/or web beacons in their advertisements. We retain no control over these third party cookies and/or web beacons and do not have access to whatever information they may collect on behalf of the third party. To learn more about third party advertising networks and their privacy policies, go to <http://www.networkadvertising.org/>. In addition, we may use cookies and/or web beacons when we advertise on other companies' websites. Any information we gather in this way will be governed by this Privacy Policy.

For further information on how to disable cookies, visit the Interactive Advertising Bureau website ([www.iab.net](http://www.iab.net))

### Contact Us

If you have any questions or comments regarding this Site, please contact us by sending an e-mail to [myhyundaienquiries@hyundai-car.co.uk](mailto:myhyundaienquiries@hyundai-car.co.uk) or by writing to the CRM Manager at Hyundai Motor UK Ltd, 728 London Road, High Wycombe, Buckinghamshire, HP11 1HE, United Kingdom.

### Monitoring

To make sure we follow your instructions correctly and to improve our service to you through training of our staff, we may monitor or record telephone calls between us.