

PRIVACY POLICY

Smooth Ride Tyre and Auto Centres Ltd, t/a A&A Tyres (Aberdare), respect and value the privacy of the users of our website 'aberdaretyres.com'. We shall only collect and use the personal data that is provided to us by you and we shall not sell or share this information with any other company or third party for marketing or promotional purposes.

The General Data Protection Regulation (GDPR) defines personal data as 'any information relating to an identified or identifiable natural person; an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person'.

With the data you voluntarily provide, e.g. name, telephone number, email, etc., we shall contact you within a reasonable time period.

Your data is stored on a secure computer system and is only accessed by appropriate persons with a need to know.

We shall keep your personal data for no longer than is necessary. If we have received your data via the contact form, we shall keep it for as long as it takes to respond to and conclude your query and for no longer than one month.

In addition, we also collect anonymous data, via Google Analytics, that helps us to improve both the performance of, and your experience of, the website. Google Analytics collects and analyses your use of the site via cookies. This allows us to understand how the site is being used and enables us to improve its performance. The analytic data collected is non-identifying.

You are able to control cookies through your browser settings. Please read our Cookies Policy.

You have the right, which includes but is not limited to, access, restrict, rectify and/or delete the personal data we hold for you. You can obtain further information relating to your rights from The Information Commissioner's Office.

This policy refers to our website, aberdaretyres.com. We are not responsible for the policies and practices of any website accessed via a link from our website or a third party website from which our website was accessed. Please refer to the privacy and cookie policies of each individual website you visit.

By using this website, you are agreeing to the terms of this privacy policy and we reserve the right to amend the policy at any time.