

Privacy Policy

Effective Date: 1st December 2023

Emergency Assist and Recovery ("we", "our", or "us") is committed to protecting and respecting your privacy. This Privacy Policy outlines how we collect, use, and protect any personal data you provide when using our website or services.

1. Information We Collect

We may collect the following information:

- **Personal Identification Information** – Name, address, email address, phone number.
- **Vehicle Information** – Make, model, registration number, breakdown location.
- **Payment Information** – Only when necessary, and processed securely through our payment provider.
- **Technical Data** – IP address, browser type, operating system, pages visited.

2. How We Use Your Information

We use your information to:

- Provide and manage breakdown recovery services.
- Respond to enquiries and customer support requests.
- Process payments and send receipts.
- Improve our website and services.
- Comply with legal obligations.

We do **not** sell or share your data for marketing purposes.

3. Legal Basis for Processing

Under the GDPR, we process your personal data based on the following legal grounds:

- **Contractual necessity** – to provide the services you request.
- **Legal obligation** – to comply with the law.
- **Legitimate interests** – to improve our services and prevent fraud.
- **Consent** – where required (e.g., for cookies or newsletters).

4. Data Sharing

We may share your information with:

- Payment processors to handle secure transactions.
- Legal authorities if required by law.

All third parties are required to respect the security of your personal data and to treat it in accordance with the law.

5. Data Security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used, or accessed in an unauthorized way.

6. Your Data Protection Rights

Under the GDPR (or equivalent data laws), you have the right to:

- Access the personal data we hold about you.
- Request correction of inaccurate data.
- Request erasure of your data (where applicable).
- Object to or restrict processing.
- Withdraw consent (where applicable).
- Lodge a complaint with the relevant data protection authority.

7. Cookies

Our website uses cookies to enhance user experience and analyse website traffic. You can manage your cookie preferences in your browser settings.

8. Third-Party Links

Our website may contain links to other websites. We are not responsible for their privacy practices, so we encourage you to read their privacy policies.

9. Changes to This Policy

We may update this policy from time to time. Any changes will be posted on this page with an updated effective date.

10. Contact Us

If you have any questions or concerns about this Privacy Policy or the data we hold about you, please contact us at:

Emergency Assist & Recovery

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