

Contact Centre GDPR Opt-Out Compliance

Every time the contact centre make an outgoing call or take an incoming call they should make the following statement:

"As an existing customer / new customer of <Insert Dealership> just before we continue, due to new regulations we need to inform you how we process your data. You can find full information on this at <Insert Dealership Website>. I can confirm we will market to you based on a legitimate interest basis but you may opt out at any time by visiting www.dealerwebURL/optout. Our advisor can do this for you."

- If any customer chooses to opt out of your contact methods you must explain that this will mean you cannot contact them about important safety recalls, MOT and service reminders or other services. Ask if they are absolutely sure they want to opt out of the contact methods.
- We do not believe you need to ask your customer if they wish to opt out of sales and service communication. We would recommend you only ask your customers to opt out of all or none.
- Most customers will want to receive Service and MOT reminders and by default they will also receive sales communications.

Service Counter GDPR Opt-Out Compliance

Service Admin, when preparing the job cards, will highlight a new section at the bottom asking the customer to tick the box if they wish to opt-out before signing.

'At <Insert Dealership> we take your privacy seriously and will only use your personal information to administer your account and to provide the products and services you have requested from us. From time to time we would like to contact you with details of Service, MOT reminders and other safety related items that your vehicle may need, and replacement of your vehicle. We will market to you on a legitimate interest basis, for full details on how we use your data visit <Dealer website/data>. You may opt out at any time at www.dealerwebsite.co.uk/optout. Our advisor can do this for you.'

If any customer chooses to opt out of your contact methods you must explain that this will mean you cannot contact them about important safety recalls, MOT and service reminders or other services. Ask if they are absolutely sure they want to opt out of the contact methods.

Sales Prospect GDPR Opt Out Compliance

It is important that telephone, non face to face and showroom visits, all have the statement below read out to them and that the customer is given the opportunity to opt out of the contact methods detailed below. When creating the customer record in your prospect system from telephone conversations, it is important that the customer response is recorded. A final opportunity to opt out is given once the customer orders from you in the form of a tick box at

the bottom of the order form. This is then transposed to your prospect system and data management system when the customer is created as per the process below.

'At <Insert Dealership>we take your privacy seriously and will only use your personal information to administer your account and to provide the products and services you have requested from us. We will market to you on a legitimate interest basis, for full details on how we use your data and your rights visit <Dealer website/data>. You may opt out at any time at www.dealerwebsite.co.uk/optout. Our advisor can do this for you.'

Showroom Diary System GDPR Opt-Out Compliance

'At <Insert Dealership>we take your privacy seriously and will only use your personal information to administer your account and to provide the products and services you have requested from us. We will market to you on a legitimate interest basis, for full details on how we use your data and your rights visit <Dealer website/data>. You may opt out at any time at www.dealerwebsite.co.uk/optout. Our advisor can do this for you.'

If any customer chooses to opt out of your contact methods you must explain that this will mean you cannot contact them about important safety recalls, MOT and service reminders or other services. Ask if they are absolutely sure they want to opt out of the contact methods.

Sales customer creation in your dealer management system opt out compliance

Sales team, when completing an order form, will highlight a new section at the bottom asking the customer to tick the box if they wish to opt-out before signing.

'At <Insert Dealership>we take your privacy seriously and will only use your personal information to administer your account and to provide the products and services you have requested from us. We will market to you on a legitimate interest basis, for full details on how we use your data and your rights visit <Dealer website/data>. You may opt out at any time at www.dealerwebsite.co.uk/optout. Our advisor can do this for you.'

If any customer chooses to opt out of your contact methods you must explain that this will mean you cannot contact them about important safety recalls, MOT and service reminders or other services. Ask if they are absolutely sure they want to opt out of the contact methods.

Website Enquiries

When a customer enquires via a website form they should see the following statement:

'At <Insert Dealership> we take your privacy seriously and will only use your personal information to administer your account and to provide the products and services you have requested from us. You can see how we process your data and understand your rights at <Insert Dealer Website>. By submitting your contact data in the form above you consent to us processing your personal data, in

GDPR Opt-Out Statements



accordance with our Data Privacy Notice, and contacting you via these methods. You may opt out at any time by visiting <Insert Dealer Website/optout>.'