



Customer Privacy Notice

We like to keep things private

This privacy notice lets you know what happens to any personal data that you give to us, or any that we may collect from or about you. It applies to all products and services, and case/examples where we collect your personal data.

We will always be clear about why we need the details we ask for, and ensure your personal information is kept as secure as possible. How we do this is explained below.

Changes to this privacy notice

We may change this privacy notice from time to time by updating this document to reflect changes in the law and/or our privacy practices. We encourage you to check this privacy notice for changes whenever you visit our website – <https://www.felicitydrivertraining.co.uk>

This privacy notice tells you what to expect us to do with your personal information.

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Contact details

You can contact **Felicity's Driver Training** by;

Post - 10 Tamage Road. Acton, Sudbury, Suffolk, CO10 0XH, GB

Telephone – 07850011181

or

Email - fliss@felicitydrivertraining.co.uk

Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible [lawful bases](#) in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

Which lawful basis we rely on may affect your data protection rights which are set out in brief below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:



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- **Your right of access** - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [Read more about the right of access.](#)
- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [Read more about the right to rectification.](#)
- **Your right to erasure** - You have the right to ask us to delete your personal information. [Read more about the right to erasure.](#)
- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. [Read more about the right to restriction of processing.](#)
- **Your right to object to processing** - You have the right to object to the processing of your personal data. [Read more about the right to object to processing.](#)
- **Your right to data portability** - You have the right to ask whether we transfer the personal information you gave us to another organisation, or to you. [Read more about the right to data portability.](#)
- **Your right to withdraw consent** – When we use consent as our lawful basis you have the right to withdraw your consent at any time. [Read more about the right to withdraw consent.](#)

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

What information do we collect?

Personal information that we'll process in connection with all products and services, if relevant, includes:

- Personal and contact details, including full name, address, contact details and contact details history
- Your date of birth and age
- Family members or friends (if relevant to the product or service)
- Records of your contact with us including via the phone and, if you get in touch with us online using our online services
- Products and services, you hold with us, as well as have been interested in and have held
- Marketing to you and analysing data, including history of those communications, whether you open them or click on links, and information about products or services we think you may be interested in, and analysing data to help target offers to you that we think are of interest or relevance to you
- Vehicle information, including make, model and registration number
- Information we obtained from third parties, including information about risk.
- Criminal records information, including alleged offences.
- Information about your driving licence status, entitlements and endorsements
- Information about your health or if you are a vulnerable customer
- Insights about you and our customers gained from analysis or profiling of customers



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How do we collect information?

We'll collect personal information from the following general sources:

- From you directly, and any information from family members, associates or beneficiaries of products and services
- Information generated about you when you use our products and services
- The Driver and Vehicle Licensing Agency (DVLA)
- The Driver and Vehicle Standards Agency (DVSA)

What do we use your personal data for?

We use your personal data, including any of the personal data listed above, for the following purposes:

- Assessing an application for a product or service
- To undertake and provide driving licence checks with DVLA
- To undertake and provide vehicle checks with the DVLA and DVSA
- Managing any aspect of the product or service
- To perform and/or test the performance of our products, services and internal processes
- To improve the operation of our business
- To follow guidance and best practice under the change to rules of governmental and regulatory bodies
- For management and auditing of our business operations including accounting
- To monitor and to keep records of our communications with you
- For market research and analysis and developing statistics
- To provide personalised content and services to you, such as tailoring our products and services, our digital customer experience and offerings, and deciding which offers or promotions to show you on our digital channels
- To develop new products and services and to review and improve current products and services
- To comply with legal and regulatory obligations, requirements and guidance
- To provide insight and analysis of our customers both for ourselves and for the benefit of business partners either as part of providing products or services, helping us improve products or services, or to assess or improve the operating of our businesses
- To share information, as needed, with business partners, service providers or as part of providing and administering our products and services or operating our business; and
- To facilitate the sale of one or more parts of our business.

How long we keep information

We retain personal data only for as long as necessary to fulfil the purposes for which it was collected, including for the purposes of satisfying any legal, accounting, or reporting requirements.

Client information relating to training, bookings, and enquiries will typically be retained for a period of 6 years after the last interaction.

This allows us to:

- Maintain accurate business and financial records
- Respond to any follow-up queries or disputes
- Meet our legal and regulatory obligations

Photography and Filming Consent & Retention - From time to time, we may take photographs or video recordings during training sessions for promotional, marketing, and educational purposes. We will only capture and use such images where we have obtained your explicit consent in advance. You have the



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right to withdraw your consent at any time. Records of your consent (including signed consent forms) will be retained for a period of up to 6 years after your last interaction with us, or for as long as the relevant images or recordings continue to be used, whichever is longer. If you withdraw your consent, we will stop using your images in future materials. However, it may not be possible to remove images already used in published content (for example, printed materials or previously shared social media posts). All images and recordings will be stored securely and only accessed by authorised persons. We will always respect your preferences, and you are under no obligation to be photographed or filmed during your training. Where personal data is no longer required, it will be securely deleted or anonymised. In some circumstances, you may request that we delete your data. We will comply with such requests where we are legally permitted to do so.

We may retain certain information for longer periods where required by law (for example, for tax purposes) or where there is a legitimate interest to do so.

What should you do if your personal information changes?

You should tell us so that we can update our records in writing at Felicity's Driver Training, 10 Tamage Road, Acton, Sudbury, Suffolk. CO10 0XH or by using the details in the Contact Us page of this website. We'll then update your records if we can.

Do you have to provide your personal information to us?

We're unable to provide you with our products or services if you do not provide certain information to us. In cases where providing some personal information is optional, we'll make this clear.

How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>