



About Mazda Ireland and this Privacy Policy

This Privacy Policy is provided by Mazda Motors Ireland Limited ("**Mazda Ireland**", "**we**" or "**us**") who is a controller in respect of your personal data for the purposes of the General Data Protection Regulation (EU) 2016/679 and the Data Protection Act 2018 (once enacted) (collectively referred to as the "**Data Protection Laws**"). Keeping your data safe is important to Mazda Ireland and this Privacy Policy explains what personal data we process, why we hold the data, what legal basis we rely on and what your rights are. Please take the time to read this carefully.

How to contact us

If you would like to get in touch with Mazda Ireland, to amend any personal details, amend any marketing preferences or for any other queries, please use the following details:

Email	mazdaireland@mazdaeur.com
Address:	Customer Relations Team, Mazda Ireland 6 Northwood House Northwood Santry Dublin D09NR04
Telephone	012334700

What information do we collect?

The personal information provided by you to us falls within the following categories for both car purchases and service visits:

- **Contact details** - Includes your full name, address, contact information including telephone and email address details.
- **Customer services** - We will also collect additional information about you and your vehicle when you contact our customer relations centre (including queries or complaints).
- **Dealer information** – We will collect information about the dealership who you purchase your car from as well as the dealership who you service your car with (if different)
- **Vehicle Information** - including VIN, registration number and registration date, make/ model, warranty repair information as well as security etching (unique security code etched onto the windows linking both you and your car to the International Security Register (ISR).
In addition, for servicing only, we will collect service information such as date and time you used our services within our dealer network as well as latest mileage information which is used to help determine the optimum time for your next service. We will also collect technical vehicle information about how the engine and systems within the vehicle perform including on-board diagnostics data as well as, if relevant, the location of where the fault has occurred.
- **Email & Call Tracking and Call Recordings** – we will track emails and calls and record calls for quality and monitoring purposes.

How do we use your information and lawful basis for processing

We use your personal data for the following purposes and we are allowed to do so, on certain legal bases which are outlined below.

- **Legitimate Interests** – We are permitted to process your personal data below if it is based on our 'legitimate interests' i.e. we have good, sensible, practical reasons for processing your personal data which is in the interest of Mazda Ireland. To do so, we have considered the impact on your interests and rights, and have placed appropriate safeguards to ensure that the intrusion on your privacy is reduced as much as possible.

Our legitimate interest in processing the personal data below for the purpose specified is to provide you with useful services and information. We only use your personal data for the purposes specified and process personal data that is necessary for these purposes:

- **Warranty and Roadside Assistance Services** – To inform you of any updates to warranty or roadside assistance related to your vehicle.
- **Service history** – Mazda Ireland provide a secure online database, where your entire vehicles' service history (inspections and services) is stored and you will receive vehicle service reminders (based on mileage/time provided at each service) to ensure you are aware of when your vehicle is due its regular service.
- **Customer Requests** – To fulfil requests you submit to us such as a test drive, service request, brochure request or other type of request submitted through Mazda web platforms or app and will be transferred to your selected Mazda dealer to fulfil the request.



- **Vehicle and product quality support** – To fulfil services relating to vehicle warranty, technical inspection and resolution support as well as to support product quality and development purposes.
- **Customer Support** – We will use your data in order to provide customer support and administration to process any goodwill claims and to resolve any complaint or queries.
- **Network Dealer changes** - We will update you on changes to our dealer network, where relevant.

Our legitimate interest in processing the personal data below with its respective purposes is to provide effective customer relationship management:

- **Dealership and Product Research** – We will use your purchase information to understand you better as a customer, find out what you think of our services delivered by the Mazda dealer network and our vehicle range to ensure we understand how to deliver an exceptional customer service and product range.
- **Quality and Training** – We will track and record voice calls for quality and training monitoring purposes for our dealer network as well as our Mazda Ireland Customer Relations Team, if you contact us via those channels
- **Contractual**
 - **Warranty and Roadside Assistance services:** If you have purchased a new Mazda vehicle, Mazda Ireland will process your warranty related data (which includes Vehicle Information) in order to fulfil the warranty and free of charge roadside assistance for 3 years (from the original date of the registration of the vehicle).
 - **Mazda unlimited kilometres warranty and pan-European roadside assistance:** If you have purchased a used Mazda vehicle from a Mazda authorised dealership we will process your warranty related data (which includes Vehicle Information) to provide you with 24 months of Mazda unlimited kilometres warranty and 24 months pan-European roadside assistance.
- **Consent**
 - **Marketing Communications** - Where you have given us consent to do so, we will get in touch to provide you with information on relevant Mazda Ireland products and services as well as latest news such as all new models, promotions and events. We will only contact you periodically and you will always have the option to opt out of any further marketing communications. (See [How you can amend your preferences later](#))
 - **Market Research** – we will contact you from time to time to invite you to participate in market research studies such as mystery shopping or other types of research.
- **Legal Obligation**
 - **Registration of your vehicle** – Your data will be inputted into the Registration system in order to register your car with the Department of Transport (DTTAS).
 - **Recalls** – If we are legally required to carry out products recalls, we will use your contact details to contact you to inform you of any relevant recalls.
 - **Requests from authorities** - We will share your personal data with law enforcement or regulators where we are required by law to do so.

Who will handle your data?

We will never sell your information to third parties and will only provide your data to the third parties as detailed above to fulfil the relevant services. Mazda Ireland uses the following Mazda entities as processors to provide certain services and have access to your personal data in the process:

Who information is shared with	Personal data
Mazda Motor Europe GmbH and Mazda Motors UK Ltd – Database management services	<ul style="list-style-type: none"> • Contact details • Customer services • Dealer information • Vehicle Information
Mazda Motor Corporation - Vehicle and product quality support	<ul style="list-style-type: none"> • Vehicle Information



Mazda Ireland will ensure that all processors (e.g. IT hosting, database management, customer contact providers, security etching, warranty and roadside assistance providers, marketing fulfilment, Mazda dealers) who are handling your data comply with the Data Protection Laws and that data is only stored within the EEA, where possible. Mazda Ireland has agreed for your data to be transferred to countries outside of the EEA to fulfil specific processing. To comply with the Data Protection Laws, all our processors, for example, are required to provide evidence that they have the relevant levels of operational security measures put in place to protect your data and we have an audit process in place to ensure these processors comply with their obligations.

How long do we keep your information for?

We hold email and call tracking and call recordings for no longer than 6 months for quality and training monitoring purposes.

We will hold your personal data for as long as you own a Mazda car and up to 7 years from when we are aware that you no longer own your car to ensure we are able to deal with any queries you may have on your Mazda or to support any legal claims process. We may hold this data for a longer period, if we are legally required to do so.

How you can amend your marketing preferences

If you do wish to stop receiving communications from Mazda Ireland, you can do this in the following ways:

- Unsubscribe easily from any marketing email by clicking the unsubscribe link within the email
- Opt out of any marketing communication channels. Please contact the Mazda Customer Relations team via mazdaireland@mazdaeur.com or call the team on 012334700 so your preferences can be updated.
- My Mazda App – if you are registered for the My Mazda app you can also change any of your details or amend your marketing preferences within the app.

Your Rights

Under the Data Protection Laws you have the following rights in relation to your personal data :

- Right to object to processing of your personal data
- Right to request a copy of your personal data and information on how we process it
- Right to request to move, copy or transfer your personal data (data portability)
- Right for your personal data to be erased
- Right for your personal data to be corrected in a timely manner
- Right to ask us to stop contacting you with direct marketing
- Right to restrict your personal data being processed

To exercise your rights please contact the Mazda Ireland Data Protection Officer using the contact details provided in the section headed "How to Contact Us". We will ask you for information to confirm your identity and we will then respond to your request within 30 days from when we have received your request.

As an Irish Company, Mazda Ireland's local supervisory authority is the Data Protection Commission. Please visit the DPC website (www.dataprotection.ie) for more details. You have a right to complain to the DPC if you believe your personal data has or is being used in a way that you believe does not comply with the Data Protection Laws.

Changes to this Privacy Policy

The Privacy Policy will be provided to you at the dealership and can be found on our website at www.mazda.ie/privacy-statement or a copy can be provided to you by getting in touch with us, see section headed "How to contact us". We may change this Privacy Policy from time to time and we will alert you when changes are made.