

**Marketing Preferences**

From time to time, Honda Finance Europe t/a Honda Financial Services would like to contact you about Honda products and services you may be interested in.

**We believe we have a duty of care to use your data only in such a way that helps you enjoy the best Honda customer experience.**

If you provide your consent, Honda Financial Services may pass your contact details onto identified third parties for the purposes of marketing specifically related to Honda products.

Honda Financial Service's privacy notice, which details your rights and how you may withdraw your consent, is set out on the following page.

**Honda Financial Services will never sell your data.**

Please indicate below to consent or not to receive finance marketing using the following contact preference(s):

**Email:** YES  NO   
**Post:** YES  NO   
**Phone:** YES  NO   
**Text:** YES  NO

Please confirm your personal information below:

Agreement .....  
Title .....  
Forename .....  
Surname .....  
  
Address .....  
Address .....  
Town .....  
County .....  
Postcode .....  
Phone .....  
Email .....  
  
Signature .....  
Date .....

**Withdrawing Consent:**

You can stop receiving marketing material from us at any time by contacting us using one of the following methods:

By writing to us at Customer Services Department, Honda Financial Services, Cain Road, Bracknell, RG12 1HL  
or by telephoning the same department on 0345 128 8908  
or by email to [hfe.customerservice@honda-eu.com](mailto:hfe.customerservice@honda-eu.com)

**Internal Use**

The original form should be securely stored at the dealership. A copy should be provided to customer on request.

### Privacy Policy

Honda Finance Europe PLC t/a Honda Financial Services ("We") are committed to protecting and respecting your privacy. This Privacy Policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

For the purpose of the Data Protection Act 1998 ("the Act"), the data controller is Honda Finance Europe, a subsidiary of Honda Financial Services, located at: Cain Road, Bracknell, RG12 1HL.

### Information collection

We collect and process the following data about you:

Details that you provide when applying for finance from us including,

Address (and previous addresses if less than 3 years)  
Mobile and home telephone numbers  
Email address  
Date of birth  
Marital status  
Employment status  
Employer

You are provided with an opportunity to opt out from receiving communications from us or our partners at the time that your details are submitted or at the time you sign the finance agreement and on each occasion that you are contacted thereafter.

Honda Financial Services gather personal information from you for the purposes of underwriting and administering your account. The information we collect is appropriate for the purposes described and not excessive. Your personal data is held on secure servers to minimise the risk of the data being lost or stolen.

### Your Rights

You have the right at any time to withdraw your consent to contact you or give your details to others for these purposes.  
You have the right to request that we erase any data we hold about you where we do not have a legitimate basis for holding it  
You have the right to request sight of all of the information we hold about you

In order to exercise any of these rights please notify us in writing to the Customer Services Department at Honda Financial Services, Cain Road, Bracknell, RG12 1HL or by telephoning the same department on 0345 128 8908 or by email at [hfe.customerservice@honda-eu.com](mailto:hfe.customerservice@honda-eu.com)

### Where we store your personal data

The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It may also be processed by staff operating outside the EEA who work for us or for one of our suppliers. By supplying your personal data, you agree to this transfer, storing or processing in this way.

**We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.**

### Uses made of the information

We use information held about you in the following ways:

- To provide you with information about our products, services and offers which we feel may interest you, where you have consented to be contacted for such purposes;
- To contact you regarding your opinions on our products and services which may be used for marketing, research and analysis, where you have consented to be contacted for such purposes.

We may also use your data, or permit selected third parties to use your data, to provide you with information about goods and services which may be of interest to you and we or they may contact you about these by post or telephone. The company we use to provide this service to us is Chrysalis Solmotive.

We, or selected third parties, will only contact you by electronic means if you have consented to this.

### Data Retention

We will retain your personal data only for as long as we need it for Honda Financial Service's legitimate interest in accordance with applicable law or to meet a legal requirement, after which we will take steps to delete your personal data or hold it in a form that no longer identifies you.

### Choice / opt-in and opt-out

You will be given the opportunity to opt-in or opt-out to having your contact details used as set out above, at the time your details are submitted.

If you do not want us to use your data as set out above, or to pass your details on to third parties for marketing purposes, please tick the relevant boxes situated on the marketing consent form on which we collect your data.

If you no longer wish to receive email or other promotional materials from us, you may opt-out of receiving these communications at any time by one of the following methods:

- by writing to us at the Customer Services Department at Honda Financial Services, Cain Road, Bracknell, RG12 1HL.
- or by telephoning the same department on 0345 128 8908 or by email at [hfe.customerservice@honda-eu.com](mailto:hfe.customerservice@honda-eu.com)

### Disclosure of your information

We may disclose your personal data to any member of our group, Members of our group include Honda UK and Honda Motor Europe.

We may also share your data with dealers in the Honda franchised dealer network Details of these franchises can be found at <http://www.honda.co.uk/cars/dealer-list.html> & <http://www.honda.co.uk/motorcycles/dealer-list.html>

We may also disclose your personal information to third parties, if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce our Terms of Use, or to protect the rights, property, or safety of Honda, our customers or others.

### Fake emails using Honda's name

Honda Financial Services is aware of fake emails, popularly called "phishing" emails which can contain notices such as job advertisements, job offers and competition award notifications. These emails use Honda's name to pretend they are genuine and exist solely for the purpose of obtaining private information about consumers (e.g. credit card numbers or passwords). These emails have no connection with Honda and Honda does not use these methods for job advertising or for communicating with competition winners.

Unfortunately these fake emails are a growing fraud on the internet. This practice is carried out either by the sending of a bogus email directly to a victim, or by directing them to a website where personal information is requested.

Fake job offers tend to target overseas individuals, as they ask for money to be sent to them for UK visa purposes. Honda never requests payments details in association with any job applications or any communication related to them. If in any doubt about the validity of a recruitment offer, please contact: Human Resources, Honda (UK), Cain Road, Bracknell, RG12 1HL.

Recent email award notifications have purported to be from Honda. Honda never requests payment details in association with competition winners or any communication related to them.

Honda advises that if you receive an email using Honda's name that asks for personal information or financial information and you have concerns about its authenticity, then please treat such emails with extreme caution.

### Correcting / updating / accessing personal information

If your personal information changes (such as post code, email address, etc.), or if we have inaccurate information, we will endeavour to correct, update or remove your personal information from our database. To notify us of a change or inaccuracy, you can advise us by writing to us at the Customer Services Department at Honda Financial Services, Cain Road, Bracknell, RG12 1HL or by telephoning the same department on 0345 128 8908 or by email at [hfe.customerservice@honda-eu.com](mailto:hfe.customerservice@honda-eu.com)

### Subject access requests

If you would like to access the personal information that Honda holds about you, please write to us at Customer Services Department, Honda Financial Services, Cain Road, Bracknell, RG12 1HL.

## **Use of your information**

### **Sharing your information with Credit Reference Agencies**

In order to process your application, we will perform credit and identity checks on you with one or more credit reference agencies ("CRAs").

To do this, we will supply your personal information to CRAs and they will give us information about you. This will include information from your credit application and about your financial situation and financial history. CRAs will supply to us both public (including the electoral register) and shared credit, financial situation and financial history information and fraud prevention information.

We will use this information to:

- Assess your creditworthiness and whether you can afford to take the product;
- Verify the accuracy of the data you have provided to us;
- Prevent criminal activity, fraud and money laundering;
- Manage your account(s);
- Trace and recover debts; and
- Ensure any offers provided to you are appropriate to your circumstances.

We will continue to exchange information about you with CRAs while you have a relationship with us. We will also inform the CRAs about your settled accounts. If you borrow and do not repay in full and on time, CRAs will record the outstanding debt. This information may be supplied to other organisations by CRAs.

When CRAs receive a search from us they will place a search footprint on your credit file that may be seen by other lenders.

If you tell us that you have a spouse or financial associate, we will link your records together, so you should make sure you discuss this with them, and share with them this information, before lodging the application. CRAs will also link your records together and these links will remain on your and their files until such time as you or your partner successfully files for a disassociation with the CRAs to break that link.

The identities of the CRAs, their role also as fraud prevention agencies, the data they hold, the ways in which they use and share personal information, data retention periods and your data protection rights with the CRAs are explained in more detail at [www.experian.co.uk/crain](http://www.experian.co.uk/crain)

The Credit Reference Agency Information Notice (CRAIN) is also accessible from each of the three CRAs – clicking on any of the following links will also take you to the same CRAIN document: Callcredit [www.callcredit.co.uk/crain](http://www.callcredit.co.uk/crain); Equifax [www.equifax.co.uk/crain](http://www.equifax.co.uk/crain).

### **Sharing your information with Fraud Prevention Agencies**

The personal information we have collected from you will be shared with fraud prevention agencies who will use it to prevent fraud and money laundering and to verify your identity. If fraud is detected, you could be refused certain services, finance or employment. Further details of how your information will be used by us and these fraud prevention agencies and your data protection rights, can be obtained by writing to us at Customer Services Honda Finance Europe Plc Cain Road Bracknell Berks RG12 1HL or telephoning us on either of the numbers listed below.

Please call us on freephone 0800 779 070 > if you want details of those credit reference and fraud prevention agencies from which we obtain, and to which we pass information about you. You have a legal right to these details. or textphone 0800 328 4879.

#### **Telephone Calls**

Some telephone calls may be monitored or recorded but for the purpose only of maintaining and improving our service standards or for training our staff.

The companies in our Group include Honda (U.K.) Limited and Honda Motor Europe Limited.