



# ALVIS OWNER CLUB Limited

## PRIVACY POLICY AND TERMS OF USE

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## **1 INTRODUCTION**

Alvis Owner Club Limited (“AOC”) is a private limited company registered in England and Wales with company number 04034465.

AOC is the one and only official worldwide club for everyone interested in the iconic Alvis marque. Its guiding principles are the preservation of Alvis pre- and post-war motor vehicles and the encouragement of Members and enthusiasts alike to share their passion for the Alvis marque. Membership is open to all Alvis owners and enthusiasts.

If you have any comments or questions about any of our services, please contact us by one of the methods shown below:

Email: [secretary@alvisoc.org](mailto:secretary@alvisoc.org) or  
[enquiries@alvisoc.org](mailto:enquiries@alvisoc.org)

By post to: The Secretary, Alvis Owner Club Limited  
St. John’s House  
5 South Parade,  
Summertown,  
Oxford OX2 7JL  
United Kingdom

## **2 GENERAL PRIVACY PROVISIONS**

AOC takes your privacy very seriously and is committed to protecting your personal information. This Privacy Policy sets out the way in which any personal information you provide to us is used and kept secure. It applies whenever we collect your personal data (including when you use our websites or other digital platforms), so please read it carefully.

## 2.1 About this Privacy Policy

This Privacy Policy explains what information we may collect about you, how we may use it, and the steps we take to ensure that it is kept secure. We also explain your rights in respect of your personal data. Please note that our website and other digital platforms may contain links to third party websites/ digital platforms which are provided for your convenience. We are only responsible for the privacy practices and security of our own digital platforms. We recommend that you check the privacy and security policies and procedures of each and every other website/digital platform that you visit.

## 2.2 Applicability

These General Privacy Provisions relate to all information we hold about you, whether in hard copy or in digital form. These General Provisions should be read in conjunction with the Specific Provisions relating to specific areas of data (Sections 3 to 7 below). If there is any conflict between any General Provision and any Specific Provision relating to a specific area of data, then the Specific Provision takes precedence in respect of that specific area of data.

## 2.3 Information we collect

All personal information that we collect about you (either digitally or via hard copy) will be recorded, used, and protected by us in accordance with applicable data protection legislation and this Privacy Policy. We may supplement the information that you provide with other information that we obtain from our dealings with you or which we receive from other organisations, for example, our sponsors and partners.

## 2.4 What we use it for

We use your data for the following purposes:

- 2.4.1 To administer and provide products and services you request or have expressed an interest in.
- 2.4.2 To enable us to promote and administer AOC events and AOC merchandise.
- 2.4.3 To communicate with you in the situation that any AOC event becomes unavailable.
- 2.4.4 For record keeping purposes.
- 2.4.5 To carry out market research so that we can improve the products and services we offer.
- 2.4.6 To create an individual profile for you so that we can understand and respect your preferences.
- 2.4.7 To personalise and/ tailor any communications that we may send you.

2.4.8 For profiling purposes to enable us to personalise and/or tailor any AOC marketing communications that you may consent to receive from us.

## 2.5 Disclosure of your information

2.5.1 In order to provide our products and services to you, we may need to appoint other organisations to carry out some of the data processing activities on our behalf. These may include, for example, payment processing organisations that may conduct the organisation of events on behalf of AOC.

2.5.2 We may share your data with third parties

2.5.2.1 If we are under a legal or regulatory duty to do so.

2.5.2.2 If it is necessary to do so to enforce our terms of use, or other contractual rights.

2.5.2.3 To lawfully assist the police or security services with the prevention and detection of crime or terrorist activity.

2.5.2.4 Where such disclosure is necessary to protect the safety or security of any persons.

2.5.2.5 Otherwise as permitted under applicable law.

2.5.3 In all instances where we disclose your information to third parties, we will ensure that your information is appropriately protected.

2.5.4 Some of the organisations to which we may disclose your personal information may be situated outside of the United Kingdom and European Union in countries which may not have laws that protect privacy rights as extensively as in the United Kingdom. If we do transfer your personal information to such other territories, we will take proper steps to ensure that your information is protected in accordance with this Privacy Policy.

## 2.6 Security of information

2.6.1 We take the security of your personal information seriously. When you submit your credit card details to us, we use industry standard Secure Sockets Layer (SSL) encryption technology to guard your information. In addition, we have security procedures in place to protect our hard copy systems and computerised databases from loss and misuse. We only allow access to them when it is absolutely necessary to do so, and then under strict guidelines as to what use may be made of the personal information contained within them.

2.6.2 Where a password is required to access certain areas of our digital platforms, you are responsible for keeping your password secure and confidential. Please do not share or disclose your password to any other person.

## 2.7 Your rights

2.7.1 You have the right to receive a copy of the personal information that we hold about you. Please write to us at the address in section 2.8 below if you wish to exercise this right.

2.7.2 You may correct or update your personal information at any time by emailing us at [membership@alvisoc.org](mailto:membership@alvisoc.org). Please include your AOC membership number, name, address, date of birth and email address when you contact us, as this helps us to ensure that we accept amendments only from the correct person.

We encourage you to promptly update your personal information if it changes.

2.7.3 We will securely retain your information for as long as is reasonably necessary and in accordance with applicable law. If you wish to submit a request that your data be deleted, please write to us at the address in section 2.8 below.

2.7.4 If you have subscribed to receive marketing communications, you can unsubscribe at any time or by emailing us at [membership@alvisoc.org](mailto:membership@alvisoc.org)

## 2.8 How to contact us about your personal data or this Privacy Policy

If you have any questions about this Privacy Policy or about your personal data, please contact us by one of the methods shown below:

Email: [secretary@alvisoc.org](mailto:secretary@alvisoc.org)

By post to: The Secretary, Alvis Owner Club Limited  
St. John's House  
5 South Parade,  
Summertown,  
Oxford OX2 7JL  
United Kingdom

## 2.9 Where to make a complaint

If you have a complaint regarding any aspect of our handling of your personal data or this Privacy Policy, please write to us at the address in section 2.8 above. If you are still not satisfied with the outcome of your complaint, you may write to the Information Commissioner's Office at the following address:

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

You can also contact the Information Commissioner's Office using their online form at: <https://ico.org.uk/global/contact-us/email/>

## 2.10 Changes to this Privacy Policy

We aim to meet high standards so our policies and procedures are reviewed accordingly, which may mean that we amend this Privacy Policy. We therefore recommend that you check this page periodically in order to review the latest version.

## **3 SPECIFIC PROVISIONS RELATING TO CLASSIFIED ADVERTISING**

3.1 All Classified Advertisements must be in respect of Alvis cars or related Alvis products.

3.2 Classified Advertisements from Members are displayed at no charge in the AOC Calendar. At the Calendar Editor's discretion and providing a paid-up AOC Membership number is supplied, the advertisement may include photographs. Classified Advertisements for cars for sale will also be displayed at no charge in the AOC Bulletin and on the AOC website.

3.3 Non-Members, ex-Members and traders will be charged a flat rate of £20 (inclusive of VAT) for a Classified Advertisement of up to 150 words of text and up to 4 high resolution photographs. Such an advertisement will be displayed in the AOC Calendar. All payments due must be made to AOC in advance of the display of the advertisement.

3.4 All Classified Advertisements for submission must:

3.4.1 Include the advertisers name, address, contact telephone number, email address. All contact details of advertisers will remain confidential and not included in the advertisement unless expressly agreed before publication of the advertisement.

3.4.2 Stipulate the section where the advertisement is to be displayed (Cars for Sale, Cars Wanted, Parts for Sale, or Parts Wanted).

3.4.3 State whether it is a private advertisement or a Trade advertisement. The Business Advertisements (Disclosure) Order, 1977 requires all advertisements by those seeking to sell goods in the course of a business to make that fact clear. It is the responsibility of a trader to comply with the Order by marking their copy with the word 'Trade'. Advertisements knowingly received from traders will have the letter 'T' printed at the end of their copy.

Classified Advertisements in respect of cars for sale should have the price included. Advertisers are advised to quote the vehicle's chassis number in their advertisement.

- 3.5 All correspondence relating to Classified Advertisements should be sent to the Calendar Editor at [calendar@alvisoc.org](mailto:calendar@alvisoc.org)
- 3.5.1 As far as possible, Classified Advertisements should be submitted electronically. If it is necessary to submit copy by post, the copy should be typewritten. The Calendar Editor can accept no responsibility for errors arising from handwritten submissions. All advertisements may be edited for length at the Calendar Editor's discretion.
- 3.5.2 All submissions must be received by the Calendar Editor by midnight on the 15th of the month preceding publication.
- 3.5.3 Where Classified Advertisements are also to be displayed in the AOC Bulletin and/or on the AOC website, the Calendar Editor will forward these directly to the Bulletin Editors and/or the Website Editor as required.
- 3.6 Neither AOC nor the Calendar Editor nor the Bulletin Editors nor the Website Editor can accept any responsibility for statements made in Classified Advertisements.

#### **4 SPECIFIC PROVISIONS RELATING TO THE FORUM**

The AOC Forum is for the benefit of all Members and it is expected that Members will take a commonsense approach to its use. Forum threads can be seen by the general public and this should be borne in mind when posting to the Forum.

The Acceptable Use Rules for the Forum are as follows:

- 4.1 Only AOC Members can post to the Forum.
- 4.2 Users are not permitted to represent themselves as another person but can use the site without revealing their real name to the public.
- 4.3 Access to the Forum is granted to you as an individual and your login details should be treated as strictly private and confidential. Should you suspect that your account is being used by another person, you should change your password immediately and contact AOC.
- 4.4 The views, opinions, recommendations and other statements made in the Forum are those of the Member and not AOC. AOC cannot be held liable for any statements made on the Forum. Any reliance placed on the content of the Forum is at the user's risk.
- 4.5 Members must not submit any content which breaches these conditions in any way and in particular content which is designed to offend, uses expletives, is malicious, profane, pornographic, discriminatory, obscene, abusive, threatening, defamatory of any person or entity, breaks any law, solicits business, infringes the privacy or rights of an individual or entity, or is, in the opinion of AOC, offensive.

- 4.6 By participating in any discussion, you undertake to indemnify AOC and its members against any liability arising from any obscene, defamatory, seditious, blasphemous or other actionable statement, or any advice published by you on
- the Forum and against all damages, losses, claims and costs (including without limitation fines and expenses arising out of or incurred in conducting or defending any proceedings) arising from any such advice or actionable statements.
- 4.7 The nominated Moderator or IT Officer is available to help you get the most out of participating on the Forum and to ensure that these rules are observed. Moderators cannot take responsibility for monitoring all content and AOC reserves the right to remove items submitted.
- 4.8 Any information provided to you in private must not be published without the prior consent of the person who provided it. Any contact information to which you may be granted access on the Forum should remain within it and not used for any other external purposes without express permission. Any unauthorised attempt to extract or expose personal information for use outside of the Forum will be subject to disciplinary procedures.
- 4.9 Advertising will only be accepted when operated by or approved through AOC. A fee will be charged for this service. Any advertisement posted without approval of AOC will be removed immediately and will be charged at double the normal rate card rate.
- 4.10 Complaints about a breach of these Rules, or any content which you feel to be offensive, should be made to the AOC Moderator.
- 4.11 Users retain the right to use their own content, however, by submitting such content to the AOC Forum you agree to grant the AOC indefinite, royalty-free and irrevocable rights to reproduce your content and exercise all copyright and publicity rights with respect to the content worldwide and/or to incorporate your contribution in other works in any media now known or later developed for the full term of any rights that may exist in your content as we may require. By submitting or making available any content to the Forum, you also agree to waive all moral rights in that content. We may (without notice to you) grant the same or other rights in respect of your content to third parties without payment to you and sell, distribute or otherwise publish your content outside of the Forum.
- 4.12 We reserve the right to restrict your access, delete any contribution, or take action against any account at any time for any reason.
- 4.13 We reserve the right to report any content which is believed to be illegal.
- 4.14 We reserve the right to make changes to these rules at any time without prior notice.
- 4.15 The Moderator for the AOC Forum can be contacted, in the first instance, by email at: [itofficer@alvisoc.org](mailto:itofficer@alvisoc.org)

## **5 SPECIFIC PROVISIONS RELATING TO THE SHOP**

The AOC Shop is managed and run by Logo That Polo Limited. All relevant information can be found on their website <https://logothatpolo.co.uk/store/alvisoc/>

If you should have any questions about the placing or delivery of orders please contact Logo that Polo in the first instance. The contact details are:

Tel: +44 1304 330715

Email: [sales@logothatpolo.co.uk](mailto:sales@logothatpolo.co.uk)

By post to: Logo that Polo Limited  
Unit 10, The Glenmore Centre,  
White Cliffs Business Park,  
Honeywood Parkway,  
Whitfield, Dover, Kent CT16 3FH  
United Kingdom

## **6 SPECIFIC PROVISIONS RELATING TO SOCIAL MEDIA**

### 6.1 Purpose

AOC recognises that social media (digital spaces where people may comment, contribute, create, forward, post, upload, communicate and share content) provide new opportunities for dynamic and interactive two-way communications that can complement existing communication and further improve information, access and delivery of events and services to Members and the general public.

The intent of this policy is to provide understanding and guidance for the appropriate use of social media platforms and tools by Members for Club business and interests.

Simply, when using social media be mindful that it is not a private communication. As a guide, only publish content that you would be comfortable sharing with family or have read out in a court of law.

### 6.2 Scope

6.2.1 This policy applies to all Members of AOC and guests of its social media platforms. It applies to:

6.2.1.1 Use of social media on behalf of AOC.

6.2.1.2 Personal use of social media where that use may impact on AOC.

6.2.2 It aims to:

6.2.2.1. Inform appropriate use of social media tools for AOC.



6.2.2.2. Promote effective and productive community engagement through social media.

6.2.2.3 Minimise miscommunication or mischievous communications

6.2.3 The policy applies to social media including but not limited to:

6.2.3.1 Blogs

6.2.3.2 Bulletin Boards

6.2.3.3 Forums and Discussion Boards

6.2.3.4 Instant messaging facilities

6.2.3.5 Microblogging sites (eg Twitter)

6.2.3.6 Online encyclopaedias (eg Wikipedia)

6.2.3.7 Podcasts

6.2.3.8 Social Networking Sites (eg Facebook, LinkedIn)

6.2.3.9 Video and photo sharing sites (eg Flickr, YouTube)

6.2.3.10 Video podcasts

6.2.3.11 Any other tool, websites or emerging technology that allows individuals to publish or communicate in the digital environment.

## 6.3 Application

6.3.1 When using social media, it is expected that, unless previously approved by the current Board of Directors, no individual or group shall attempt to represent themselves as a spokesperson of AOC.

6.3.2 It is expected that people covered by this policy will:

6.3.2.1 Behave with caution, courtesy, honesty and respect.

6.3.2.2 Comply with relevant laws and regulations.

6.3.2.3 Reinforce the integrity, reputation and values of AOC and its Members.

6.3.3 The following content is not acceptable under any circumstances:

6.3.3.1 Abusive or inappropriate content, including but not limited to:

6.3.3.1.1 Profanity or material that would offend contemporary standards of taste and decency.

6.3.3.1.2 Inappropriate sexual language.

6.3.3.1.3 Discriminatory material in relation to a person or group.

6.3.3.2 Statements that breach human rights.

6.3.3.3 Materials that would breach applicable laws (defamation, privacy, trade practices, financial rules and regulations, trademarks) including but not limited to:

6.3.3.3.1 Content that is false or misleading.

6.3.3.3.2 Copyright of trademark protected materials.

6.3.3.3.3 Illegal material.

6.3.3.3.4 Personal details of AOC Members that may breach privacy or defamation laws.

6.3.3.3.5 Statements that may be considered to be bullying or harassment.

6.3.3.3.6 Confidential information about Members or third parties.

6.3.3.3.7 Materials that would compromise AOC, Members or systems safety.

6.3.3.3.8 Spam, meaning the distribution of unsolicited bulk electronic messages.

6.3.3.3.9 Material that could bring the AOC into disrepute.

6.3.3.3.10 Commit the AOC to actions or understandings.

#### 6.4 Third Parties

We may use third party provided tools such as Hootsuite to manage our social media interactions. If you send us a private or direct message via social media the message may be stored by their platforms. Like other personal data, these direct messages will not be shared with any other organisations.

#### 6.4 Interpretation

If you have any doubt about applying these Specific Provisions please contact us by one of the methods shown below before using social media to communicate:

Email: [secretary@alvisoc.org](mailto:secretary@alvisoc.org)

By Post to: The Secretary, Alvis Owner Club Limited  
St. John's House  
5 South Parade,  
Summertown,  
Oxford OX2 7JL  
United Kingdom

### **7 SPECIFIC PROVISIONS RELATING TO THE WEBSITES**

7.1 AOC operate and manage two websites under the domain names alvisoc.org and alvisocarhistory.org (“the AOC Websites”).

7.2 The General Privacy Provisions (see Section 2 above) relate specifically to the use of the AOC Websites, and to any email correspondence between you and us. Please read the General Privacy Provisions in Section 2 above and the Specific Provisions Relating to the Websites in this Section carefully.

7.3 By continuing to use either of the AOC websites you confirm that you accept the General Privacy Provisions in Section 2 above and the Specific Provisions Relating to the Websites in this Section.

7.4 If you do not accept the General Policy Provisions in Section 2 above and the Specific Provisions Relating to the Websites in this Section, you must leave all AOC websites immediately.

7.5 If you have any comments or questions about either of the AOC Websites, please contact us by one of the methods shown below:

Email: [secretary@alvisoc.org](mailto:secretary@alvisoc.org)

By post to: The Secretary, Alvis Owner Club Limited  
St. John's House  
5 South Parade,  
Summertown,  
Oxford OX2 7JL  
United Kingdom