



Application for AA Recognition **Caravan and Camping**

Publicly available information - this information may be made available worldwide

1. Establishment details

Manager's/Tenant's name:

(if different from the owner's details below)

Park name:

Full address:

Postcode:

Tel no (inc area code):

Fax no (inc area code):

Email address:

2. Establishment operation details

Is the campsite open all year round? YES NO

Please provide inclusive dates when fully open: _____

Please provide dates when booking is advisable: _____

Latest arrival time: _____ Latest departure time: _____

Total acreage of site: _____

Please provide the total number of pitches:

Touring Caravans: _____ Motorhomes: _____

Tents: _____ Statics: _____ Glamping Units: _____

Please provide overnight charge for 1 car and 2 adults per night:

Touring Caravans: Min: _____ Max: _____

Motorhomes: Min: _____ Max: _____

Tents: Min: _____ Max: _____

Glamping Units: Min: _____ Max: _____

Do you accept credit cards? YES / NO

Paypal accepted? YES / NO

Information restricted for AA use

3. Ownership details

Name of the owner/manager (the "Applicant"): _____

Name of the owning company/Local Authority: _____

Address of the owner (if different from site address): _____

4. Rating with other organisations

If applicable, please specify the organisation and current rating you hold:

5. Data Protection Act (also see Terms and Conditions)

By providing the requested data you consent to it being held and processed in accordance with clause 26 of the terms and conditions set overleaf.

6. Declaration

I apply for the establishment named to be considered for recognition by the AA. I confirm the information provided is correct and that I accept the terms and conditions set out overleaf.

SIGNED: _____ NAME: _____

POSITION: _____ DATE: _____

7. Recognition fee

I enclose the registration fee, which includes VAT: £

Method of payment - please complete section A or B and tick the appropriate boxes

A. Cheque payment

Please make cheques payable to AA Media Limited and send together with this form to:

AA Hotel Services, Grove House, Lutyens Close, Chineham Court, Basingstoke, RG24 8AG

B. Card payment

You will receive an invoice. Please telephone credit control on 01733 207324

Important notes

The park classification is personal and cannot be transferred if the ownership changes hands. If several parks are under the same ownership, separate application forms must be completed for each park.

Proprietors will be notified of the Pennant rating recommended by the inspector and approved by the AA Campsite Classification Committee. Any changes to the rating in subsequent years will also be confirmed in writing. Applicants may accept or reject the classification. In the latter case, although AA Media Limited will consider sympathetically an appeal from the applicant, there will be no guarantee of a re-inspection or re-classification.

Your acceptance into the Pennant classification scheme entitles you to a line entry in the AA guide book, Camping and Caravanning in Britain and Ireland, which is published annually and updated by means of inspection visit reports in conjunction with the questionnaire sent annually to all proprietors. If you do not complete and return your questionnaire by the due date, you may get a limited entry in our publications; and if no questionnaire is returned for two consecutive years, you may be informed that your entry has been withheld. You may also be included in any other appropriate publication, whether in book or electronic form, the AA Media Limited may from time to time issue.

AA recommendation and classification is subject to the inspector's report after each visit. AA Camping and Caravanning inspectors will declare themselves on arrival and must be given the facility to visit the park and all its amenities without prior notification and within reasonable daylight hours, except in special circumstances.

The classification is granted on condition that the classification is terminable by either party giving to the other party not less than 14 days prior notice in writing. Any entry of the relevant park(s) in any AA Media Limited publication will thereafter be deleted at the earliest opportunity.

The use of caravan parks in England and Wales is subject to the Caravan Sites and Control of Development Act 1960, and that of tent sites to the Public Health Act 1936. With some exceptions, a licence issued by your local authority is required. Some authorities have special powers which may affect parks in particular areas.

Regulations in Scotland with regards to tents derive from the Public Health (Scotland) Act 1987, and from the Caravan Sites and Control of Development Act 1960, the latter also affecting regulations with regard to caravan sites.

In Northern Ireland regulations with regard to caravans are derived from the Caravan Act (Northern Ireland) 1963. With regard to tent sites there is no legislation. In the Republic of Ireland regulations are made under the (Caravan Sites & Camping Sites) Regulations 1969. Parks seeking AA Media Limited approval should hold a licence unless they come under special exemption, in which case the applicant should state the nature of the exemption.

Terms and Conditions of AA Caravan and Camping Accreditation Scheme

In these terms and conditions the "AA" means AA Media Limited of Grove House, Chimeham Court, Basingstoke, Hampshire, RG24 8AG, registered number 06112600 England, the "Applicant" means the person(s) or body (incorporated or non-incorporated) who or which applies to have an establishment recognised by the AA under its caravan and camping accreditation scheme (the "Accreditation Scheme") and the "Establishment" means the campsite or park in relation to which an application for recognition has been made.

Recognition process

1. Once the AA has received the Applicant's completed application form and the appropriate non-refundable registration fee the AA will arrange for an inspection of the Establishment and, subsequently, for the Establishment's application for recognition under the Accreditation Scheme to be considered by the appropriate recognition committee as designated by the AA from time to time (the "Committee").
2. The Committee will give consideration to the content of the relevant inspection report but any decision as to an Establishment's recognition, including any quality standards rating or quality scoring, is entirely at the discretion of the Committee. The recognition criteria may vary from time to time and are only indicative of the matters the Committee will consider and in no way restrict the Committee's discretion with respect to a recognition. From time to time the Committee may make special awards to an Establishment in recognition of particular merit or of standards being achieved. Such awards are again entirely discretionary and may be withdrawn by the Committee at any time.
3. Prior to the Committee providing confirmation of recognition under the Accreditation Scheme the Applicant will provide a completed database questionnaire and an appropriate photograph of the Establishment to the AA. The Applicant gives permission to the AA or its representatives to enter the Establishment's site(s) at any time to take and create photographs of the Establishment. The intellectual property rights, title and interest in and in respect of such photographs shall vest in the AA and the AA shall be able to use the photographs for any purpose relating to the Accreditation Scheme.
4. The Establishment's recognition under the Accreditation Scheme shall commence on the date confirmation of such recognition is made by the Committee to the Applicant and subject to these terms and conditions shall remain in full force and effect unless terminated, amended or withdrawn in accordance with these terms and conditions.

Applicable Fees

5. Each annual recognition fee (the "Annual Recognition Fee") relates to a twelve-month period from 1 April to 31 March (the "Accreditation Year"). Should an Establishment's recognition to the Accreditation Scheme be confirmed by the AA part way through an Accreditation Year, a pro rata Annual Recognition Fee may be payable and shall relate to the period from the date of the AA's confirmation of recognition to the following 31 March. Pro rata Annual Recognition Fees shall be payable within 28 days of the relevant invoice date. Annual Recognition Fees (full or pro rata) shall be non-refundable.
6. The AA shall be entitled to charge the Applicant interest on any overdue sums from the date when payment is due until the date actual payment is received at a rate per annum of 4% above the base rate from time to time of Barclays Bank Plc. Such interest shall accrue from day to day and shall be paid subject to any withholding tax.

Signage and promotion

7. Provided that the Committee continues to recognise the Applicant's Establishment under the Accreditation Scheme and there are no outstanding Annual Recognition Fees (as defined below) due from the Applicant to the AA, then, the Applicant shall be entitled to:
 - a. order and display the applicable AA recognition sign(s) at the Establishment site subject to the payment of the relevant sign rental fee. Such sign (or signs) must be obtained by the Applicant directly from the AA; and
 - b. display the AA logo on the Establishment's letterheads, brochures and appropriate promotional material in a manner which accurately indicates the Establishment's AA recognition status under the Accreditation Scheme.
8. The Applicant acknowledges that the AA logo is the exclusive property of the AA and that it obtains no rights to or in the said AA logo other than such rights as are set out in these and all other relevant terms and conditions or guidelines or are otherwise agreed in writing from time to time.
9. The Applicant agrees to adhere to the AA brand guidelines and sign usage conditions as notified to the Applicant from time to time
10. The Applicant may not under any circumstances make any representation that the Applicant represents or is in any way associated with the AA group in any way other than through the Accreditation Scheme.
11. The Applicant shall ensure that it complies with all applicable laws and regulations in connection with any promotion of its recognition under the AA

Accreditation Scheme. If there is any change in the nature or level of an Establishment's recognition under the Accreditation Scheme the Applicant

Laws and Insurance

12. The Applicant warrants that all legal requirements relating to use of the Establishment including, without limitation, any requirements relating to the safety of those persons having access to the Establishment are, and shall continue to be, complied with.
13. The Applicant shall ensure that adequate insurance including public liability insurance is maintained at all times to cover any liabilities of the Establishment's occupier or other responsible person or body.

Applicant's information

14. The Applicant warrants that it owns the rights and title to any information, details or photographs ("IPR") provided by itself, its agents or representative to the AA in relation to or in connection with the Establishment and that such IPR is accurate and not misleading. The Applicant agrees to notify the AA promptly of any changes to the IPR.
15. The Applicant hereby grants to the AA its assignees or licensees an irrevocable non-exclusive indefinite free of charge licence to store, use, merge, modify, publish and reproduce any IPR provided by or on behalf of the Applicant in relation to the Establishment for all purposes in any and all media now existing or hereinafter invented throughout the world. For the avoidance of doubt the AA shall not, subject to any obligations it may have under any other agreement, be obliged to exercise any of its rights under this clause.
16. The Applicant warrants that it is fully entitled and authorised to enter into the Accreditation Scheme with the AA in accordance with these terms and conditions and, in particular, that any licence it grants to the AA does not infringe any third party rights.
17. The Applicant agrees to indemnify the AA against all claims and proceedings and all liability, loss, costs and expenses incurred by the AA as a result of any claim made or brought by a third party in respect of any loss, damage or distress caused to them as a result of the AA's unauthorised use of the IPR or infringement of a third party's intellectual property rights.
18. Whilst the AA will use its reasonable endeavours to ensure the accuracy of any publications relating to the Applicant's Establishment, the Applicant agrees that the AA shall not be responsible for any errors or omissions in such entries, or for any failure to include any such entry in any publication, and that the AA shall not be liable for any loss, damage, cost or expense incurred by the Applicant as a result of any such error or non-publication. The AA shall, as a matter of goodwill, take such reasonable steps to rectify any errors made as it shall deem appropriate.

Data Protection

19. If the Applicant gives the AA information about another person, in doing so the Applicant confirms that such a person has given the Applicant permission to provide it to the AA and to process their personal data (including any sensitive personal data) in accordance with these terms and conditions. The Applicant warrants that it has told such persons who the AA are and what the AA will use their data for, as set out in this notice.

Limit of liability

20. The AA's liability to the Applicant hereunder with regard to any claim or series of connected claims, whether in contract, tort (including negligence or breach of statutory duty) or otherwise, shall, unless agreed in writing, be limited to the amount of the Annual Recognition Fee paid or payable by the Applicant to the AA with respect to the Establishment concerned for the Accreditation Year in which the incident or series of connected incidents giving rise to liability occurred.
22. In no circumstances shall the AA be liable in contract, tort (including negligence or breach of statutory duty) or otherwise, howsoever caused for: any increased costs or expenses of; any loss of profit, business, contracts, revenues or anticipated savings; or any special, indirect or consequential damage of any nature whatsoever.
23. Nothing in these terms and conditions shall, or shall be deemed to exclude the AA's liability, for death or personal injury resulting from negligence.

Applicants Obligations

24. The Applicant shall:
 - a. pay any registration fees (as advised by the AA from time to time) and unless otherwise agreed, pay annually to the AA, within 28 days of receiving a written request from the AA or by April of the relevant Accreditation Year (whichever the last to occur) such Annual Recognition Fee as from time to time prescribed by the AA, together with any tax or other governmental tax or charge as is payable with respect to the same (including but not limited to, VAT);

- b. immediately advise the AA of any change of ownership or control (within the meaning of section 1124 of the Corporation Tax Act 2010) of the Establishment, whether relating to the immediate owner or of a parent organisation;
- c. supply information relating to the Establishment in relation to employees, agents General or representative of the AA upon request or as otherwise required by these terms and conditions;
- d. investigate promptly any complaint or dispute received by the AA in regard to the Establishment, and to co-operate fully with the AA in the resolution of such complaint or dispute;
- e. allow and facilitate access to employees, agents or representative of the AA to the Establishment for the purposes of any inspection, which the AA wishes to carry out in connection with a recognition (existing or prospective) in the Accreditation Scheme.; and
- f. pay to the AA, on receipt of the relevant invoice and in accordance with any specified payment terms, any fees that may be required including without limitation those in connection with advertising and the rental of the AA recognition sign or signs.
25. The Applicant indemnifies the AA against all losses, costs, expenses, damages or claims resulting from the Applicant's breach of these terms and conditions or of any warranty given hereunder by the Applicant.
- Withdrawal of recognition and termination**
26. At all times the AA reserves the right to make further inspections of the Establishment and in the event that following such inspection, or otherwise, the Committee, at its absolute discretion, alters or withdraws the recognition, including any rating or quality scoring, the Applicant shall observe and shall be bound by such decision.
27. The Establishment's AA recognition under the Accreditation Scheme will terminate upon the occurrence of any of the following events:
- a. notification by the AA that the Committee has withdrawn the Establishment's AA recognition;
- b. if the Applicant goes into liquidation other than a voluntary liquidation for purposes of reconstruction or if a manager, receiver or encumbrancer takes possession of or is appointed over the whole or a substantial part of the Applicant's assets; or
- c. if the Applicant enters into an arrangement or composition with or for the benefit of its creditors (including any voluntary arrangement) or a petition is presented or a meeting is convened for the purpose of making an administration order or if the Applicant ceases to carry out his business or if the Applicant becomes insolvent.
28. The AA shall be entitled to terminate the Establishment's recognition under the Accreditation Scheme immediately by notice in writing:
- a. where the Applicant has not paid any applicable Annual Recognition fee (or part thereof) in accordance with any specified payment terms;
- b. following any material breach by the Applicant of these terms and conditions; or
- c. where in the AA's reasonable opinion the Establishment's recognition under the Accreditation Scheme may damage the AA brand.
29. The Applicant shall be entitled to terminate the Establishment's recognition under the Accreditation Scheme at any time on the giving to the AA of at least 28 days' notice in writing.
30. Any termination of an Establishment's recognition under the Accreditation Scheme, howsoever occasioned, is without prejudice to any right or liabilities then accrued, including, without limitation, the AA's rights to any Annual Recognition Fee (or part thereof) which has been invoiced and in relation to which payment has not been received within the payment period set. A refund (if any) to the Applicant is entirely at the discretion of the Committee.
31. On termination of the Establishment's recognition under the Accreditation Scheme, howsoever caused, the Applicant shall immediately:-
- a. comply with the terms and conditions of the sign order form, in particular, unless otherwise notified by the AA, at the Applicant's own expense remove all recognition signs from the Establishment site and return them to the AA;
- b. make no further use of, and withdraw from circulation, any documents or other material (including, but not limited to, headed writing paper and promotional brochures) showing the AA logo or otherwise indicating an existing or past AA recognition under the Accreditation Scheme; and
- c. make no further representation, in any form that the Establishment holds or has held an AA recognition under the Accreditation Scheme.
32. If, after 28 days following termination of the AA establishment recognition, the Applicant has not returned any AA recognition sign(s) to the AA, then the Applicant shall allow the employees, agents or representative of the AA such access as they require to the Establishment site to remove all AA property.
- General
33. The AA shall be entitled to assign its rights and obligations hereunder of the AA to any company within the AA's group.
34. These terms and conditions supersede and replace any and all prior arrangements, whether oral or written, between the AA and the Applicant relating to the AA's recognition of an Establishment under the Accreditation Scheme.
35. No amendment to these terms and conditions shall be effective unless agreed in advance in writing by the AA. The AA reserves the right to amend these terms and conditions at any time on the giving of 14 days' notice in writing to the Applicant.
36. The AA's failure to enforce or rely on any of these terms and conditions on a particular occasion or occasions will not act as a waiver of the AA's rights there under and will not prevent the AA from subsequently relying on or enforcing them.
37. These terms and conditions are to be interpreted in accordance with the English law and subject to the exclusive jurisdiction of the English courts.
38. Nothing in these terms and conditions shall confer, or is intended to confer, on any third party any benefit or the right to enforce any term under the Contracts (Right of Third Parties) Act 1999.
39. The AA shall not be deemed to be in default of any provision of these terms and conditions as a result of its inability to perform these terms and conditions because of circumstances beyond its control such as (without limitation) Act of God, fire, flood, unavailability of materials, strike, national calamity, lockout, war, or any order or enactment of a legally constituted authority of any country.

PRIVACY NOTICE

This Privacy Notice does not form part of your terms and conditions.

Use of your Personal Data

1. What kinds of personal information about you do we process?

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

- **Personal and contact details**, such as title, full name, contact details and contact details history;
- **Your date of birth, gender and/or age;**
- **Your nationality**, if needed for the product or service;
- **Details of beneficiaries**, such as joint policy holders, named drivers, beneficiaries of our products or services;
- **Family members** (if relevant to the product or service);
- **Records of your contact with us** such as via the phone number of our breakdown service and, if you get in touch with us online using our online services or via our smartphone app, details such as your mobile phone location data, IP address and MAC address;
- **Products and services** you hold with us, as well as have been interested in and have held and the associated payment methods used;
- **The usage of our products and services**, any call outs and claims, and whether those claims were paid out or not (and details related to this);
- **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. Offers may include our car, insurance, financial services, connected car, travel and any of our other products and services;
- **Vehicle information**, such as make and model, faults, repairs and repair costs.
- **Telematics and driving information** about your vehicle (including assessing and predicting faults or issues), driving style (including recommending improvements and assessing risk associated with your driving style), location and routes taken (for example, if you have Car Genie);
- **Driving school assessment**, including feedback and analysis of your instructor;
- **Information about your use of products or services held with our business partners**, such as insurance policies, mortgage, savings or financial services and products;
- **Information we obtained from third parties**, including information about insurance risk, pricing, claims history, instances of suspect fraud and usage history;
- **Criminal records information**, including alleged offences, for example if you apply for car insurance;
- **Information about your health or if you are a vulnerable customer;**
- **Information about your property**, such as location, value, number of rooms, property type and building work you've had done;
- **Financial details about you**, such as your salary and details of other income, details of your savings, details of your expenditure, and payment method(s);
- **Details about all of your existing borrowings and loans**, if relevant;
- **Information about your employment status**, if relevant;
- **Information about your property occupier status**, such as whether you are a tenant, live with parents or are an owner occupier of the property where you live at the time of your application;
- **Your residency and/or citizenship status**, if relevant, such as your nationality, your length of residency in the UK and/or whether you have the permanent right to reside in UK;
- **Your marital status, family, lifestyle or social circumstances**, if relevant to the product (for example, the number of dependents you have or if you are a widow or widower);
- **Information we buy or rent from third parties**, including demographic information, vehicle details, details of outstanding finance, vehicle claims history, marketing lists, publicly available information, and information to help improve the relevance of our products and services;
- **Insights about you and our customers** gained from analysis or profiling of customers;
- Where relevant, **information about any guarantor** which you provide in any application;
- **Third party transactions**; such as where a person other than the account holder uses the service, information about that person and the transaction; and

2. What is the source of your personal 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;
- From a broker or other intermediary (e.g. comparison site) who we work with to provide products or services or quote to you;
- AA Group companies, if you already have a product with them, have applied for one or have held a one previously;
- Business partners (e.g. financial services institutions, insurers), account beneficiaries, or others who are a part of providing your products and services or operating our business; and
- We buy or rent information about you or customers generally from third parties, including demographic information, vehicle details, claims history, fraud information, marketing lists, publicly available information, and other information to help improve our products and services or our business.

3. What do we use your personal data for?

We use your personal data, including any of the personal data listed in section 1 above, for the following purposes:

- Assessing an application for a product or service you hold with us, including considering whether or not to offer you the product or service, the price, the risk of doing so, availability of payment method and the terms;
- Managing products and services you have with us;
- Updating your records, tracing your whereabouts, and recovering debt;
- Managing any aspect of the product or service;
- To make automated decisions on whether to offer you a product or service, or the price, payment method, risk or terms of it;
- To perform and/or test the performance of our products, services and internal processes;
- To improve the operation of our business and that of our business partners;
- 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 and our staff (see below);
- To administer our good governance requirements and those of other members of our Group, such as internal reporting and compliance obligations or administration required for Annual General Meeting ("AGM") processes;
- For market research and analysis and developing statistics;
- Assessing and profiling aspects of your vehicle (including assessing and predicting faults or issues), driving style (including recommending improvements and assessing risk associated with your driving style), location and routes taken (if relevant to your product or service);
- For direct marketing communications and related profiling to help us to offer you relevant products and service, including deciding whether or not to offer you certain products and service. We'll send marketing to you by SMS, email, phone, post, social media and digital channels (e.g. using Facebook Custom Audiences and Google Custom Match). Offers may relate to any of our products and services such as cars, roadside assistance, money and financial services, insurance, travel, member offers ("Member Benefits") as well as to any other offers and advice we think may be of interest;
- 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 assess or improve the operating of our businesses;
- To share information, as needed, with business partners (e.g. financial services institutions, insurers), account beneficiaries, service providers or as part of providing and administering our products and services or operating our business;
- To facilitate the sale of one or more parts of our business;
- To enable other AA group companies to perform any of the above purposes; and
- To process any donations made to the AA Charitable Trust.

4. What are the legal grounds for our processing of your personal information (including when we share it with others)?

We rely on the following legal bases to use your personal data:

- 1) **Where it is needed to provide you with our products or services**, such as:
 - a) Assessing an application for a product or service you hold with us, including consider whether or not to offer you the product, the price, the payment methods available and the conditions to attach;
 - b) Managing products and services you hold with us, or an application for one;
 - c) Updating your records, tracing your whereabouts to contact you about your account and doing this for recovering debt (where appropriate);
 - d) Sharing your personal information with business partners and services providers when you apply for a product to help manage your product;
 - e) All stages and activities relevant to managing the product or service including enquiry, application, administration and management of accounts, illustrations, requests for transfers of equity, setting up/changing/removing guarantors; and
 - f) For some of our profiling and other automated decision making to decide whether to offer you a product and/or service, particular payment method and the price or terms of this.
- 2) **Where it is in our legitimate interests to do so**, such as:
 - a) Managing your products and services relating to that, updating your records, tracing your whereabouts to contact you about your account and doing this for recovering debt (where appropriate);
 - b) To perform, test the performance of, our products, services and internal processes;
 - c) To follow guidance and recommended best practice of government and regulatory bodies;
 - d) For management and audit of our business operations including accounting;
 - e) To carry out monitoring and to keep records of our communications with you and our staff (see below);
 - f) To administer our good governance requirements and those of other members of our Group, such as internal reporting and compliance obligations or administration required for AGM processes;
 - g) For market research and analysis and developing statistics;
 - h) For direct marketing communications and related profiling to help us to offer you relevant products and services, including deciding whether or not to offer you certain products and services. We'll send marketing to you by SMS, email,

phone, post and social media and digital channels (e.g. using Facebook Custom Audiences and Google Custom Match);

- i) Subject to the appropriate controls, to provide insight and analysis of our customers to business partners either as part of providing products or services, helping us improve products or services, or to assess or to improve the operating of our businesses;
- j) For some of our profiling and other automated decision making; and
- k) When we share your personal information with these other people or organisations other than for providing products and services to you, as necessary for running our business or comply with legal or regulatory obligations.

3) To comply with our **legal obligations**

4) With your **consent or explicit consent**:

- a) For some direct marketing communications;
- b) For some of our profiling and other automated decision making; and
- c) For some of our processing of special categories of personal data such as about your health, if you are a vulnerable customer or some criminal records information.

5) For a **public interest**, such as:

- a) Processing of your special categories of personal data such as about your health, criminal records information (including alleged offences), or if you are a vulnerable customer.

5. When do we share your personal information with other organisations?

We may share information with the following third parties for the purposes listed above:

- AA Group companies and service providers;
- Business partners (e.g. financial services institutions, insurers), account beneficiaries, or others who are a part of providing your products and services or operating our business;
- Governmental and regulatory bodies such as HMRC, the Financial Conduct Authority, the Prudential Regulation Authority, the Ombudsman, the Information Commissioner's Office and under the Financial Services Compensation Scheme; Other organisations and businesses who provide services to us such as debt recovery agencies, back up and server hosting providers, IT software and maintenance providers, document storage providers and suppliers of other back office functions; and
- Market research organisations who help us to develop and improve our products and services.

6. How and when can you withdraw your consent?

Where we're relying upon your consent to process personal data, you can withdraw this at any time by contacting us using the contact details in your terms and conditions or going to the Contact Us section of our website.

7. Is your personal information transferred outside the UK or the EEA?

We're based in the UK, but sometimes your personal information may be transferred outside the European Economic Area. If we do so, we'll make sure that suitable safeguards are in place, for example by using approved contractual agreements, unless certain exceptions apply.

8. What should you do if your personal information changes?

You should tell us so that we can update our records. The contact details for this purpose are in your terms and conditions. We'll then update your records if we can.

9. 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.

10. Do we do any monitoring involving processing of your personal information?

In this section, monitoring means: any listening to, recording of, viewing of, intercepting of, or taking and keeping records (as the case may be) of calls, email, text messages, social media messages, in person face to face meetings and other communications.

We may monitor where permitted by law and we'll do this where the law requires it, or to comply with regulatory rules, to prevent or detect crime, in the interests of protecting the security of our communications systems and procedures, and for quality control and staff training purposes. This information may be shared for the purposes described above

11. What about other automated decision making?

We sometimes make decisions about you using only technology, where none of our employees or any other individuals have been involved. For instance, we may do this to decide: whether to offer you a product or service, to determine the risk of doing so, the price we will offer, what terms and conditions to offer you, assess business risks, or to assess what payment methods we can offer you. We may also do this using data from other parts of the AA, including product or services details (including usage of them or claims made) and telematics data captured including on your vehicle, driving behaviour and location information.

We'll do this where it is necessary for entering into or performing the relevant contract, is authorised by laws that apply to us, or is based on your explicit consent.

12. For how long is your personal information retained by us?

Unless we explain otherwise to you, we'll hold your personal information based on the following criteria:

- For as long as we have reasonable business needs, such as managing our relationship with you and managing our operations;
- For as long as we provide goods and/or services to you and then for as long as someone could bring a claim against us; and/or
- Retention periods in line with legal and regulatory requirements or guidance.

13. What are your rights under data protection laws?

Here is a list of the rights that all individuals have under data protection laws. They don't apply in all circumstances. If you wish to use any of them, we'll explain at that time if they are engaged or not. The right of data portability is only relevant from May 2018.

- The right to be informed about your processing of your personal information;
- The right to have your personal information corrected if it is inaccurate and to have incomplete personal information completed;
- The right to object to processing of your personal information;
- The right to restrict processing of your personal information;
- The right to have your personal information erased (the "right to be forgotten");
- The right to request access to your personal information and to obtain information about how we process it;
- The right to move, copy or transfer your personal information ("data portability"); and
- Rights in relation to automated decision making which has a legal effect or otherwise significantly affects you.

You have the right to complain to the Information Commissioner's Office which enforces data protection laws - <https://ico.org.uk/>. You can contact our DPO for more details on all the above.

14. Your right to object

You have the right to object to certain purposes for processing, in particular to data processed for direct marketing purposes and to data processed for certain reasons based on our legitimate interests. You can contact us using the contact details in your terms and conditions to exercise these rights.

15. What are your marketing preferences and what do they mean?

We may use your home address, phone numbers, email address and social media or digital channels (e.g. Facebook, Google and message facilities in other platforms) to contact you according to your marketing preferences. You can stop our marketing at any time by contacting us using the details below or by following the instructions in the communication.

Changes to our privacy practices

We may change our privacy notice from time to time. We encourage you to check the policy for changes whenever you visit our website – <https://www.theaa.com/>

Contact Us

If you have any questions about this privacy notice, or if you wish to exercise your rights or contact the DPO, you can use the contact details in your product terms and conditions or you can go to the Contact Us section of our website. Alternatively, you can write to AA Media Limited, Grove House, Chineham Court, Basingstoke, RG24 8AG.