
PRIVACY POLICY

BACKGROUND:

Abba Motorcycle Equipment UK LTD understands that your privacy is important to you and that you care about how your personal data is used. We respect and value the privacy of everyone who visits this website, ("abbastandsusa.com") and will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

Please read this Privacy Policy carefully and ensure that you understand it. Your acceptance of this Privacy Policy is deemed to occur upon your first use of abbastandsusa.com. If you do not accept and agree with this Privacy Policy, you must stop using abbastandsusa.com immediately.

1. Definitions and Interpretation

In this Policy, the following terms shall have the following meanings:

| | |
|---------------------|---|
| “Account” | means an account required to access and/or use certain areas and features of abbastandsusa.com ; |
| “Cookie” | means a small text file placed on your computer or device by abbastandsusa.com when you visit certain parts of our site and when you use certain features of abbastandsusa.com . Details of the Cookies used by abbastandsusa.com are set out in Part 14, below; |
| “Cookie Law” | means the relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003; |

2. Information About Us

abbastandsusa.com is owned and operated by Abba Motorcycle Equipment UK LTD.

We are a Limited Company registered in England under company number 9695707.

Our registered office address is Room 1, Foremost House, Radford Business Centre, Radford Way, Billericay, Essex, UK CM12 0BT

Our trading address is 29 Cutlers Road, South Woodham Ferrers, Essex, UK CM3 5WA.

Our VAT number is 594653400

Email address: info@abbastandsusa.com

Telephone number: 0044 1245 322331

Postal Address: 29 cutlers Road, South Woodham Ferrers, Essex, UK CM3 5WA

We are members of the Motorcycle Industry Association (MCIA)

3. **What Does This Policy Cover?**

This Privacy Policy applies only to your use of abbastandsusa.com may contain links to other websites. Please note that we have no control over how your data is collected, stored, or used by other websites and we advise you to check the privacy policies of any such websites before providing any data to them.

4. **What is Personal Data?**

Personal data is defined by the General Data Protection Regulation (EU Regulation 2016/679) (the “GDPR”) as ‘any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier’.

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

5. **What Are My Rights?**

Under the GDPR, you have the following rights, which we will always work to uphold:

- a) The right to be informed about our collection and use of your personal data. This Privacy Policy should tell you everything you need to know, but you can always contact us to find out more or to ask any questions using the details in Part 15.
- b) The right to access the personal data we hold about you. Part 13 will tell you how to do this.
- c) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. Please contact us using the details in Part 15 to find out more.
- d) The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we have. Please contact us using the details in Part 15 to find out more.
- e) The right to restrict (i.e. prevent) the processing of your personal data.
- f) The right to object to us using your personal data for a particular purpose or purposes.
- g) The right to data portability. This means that, if you have provided personal data to us directly, We are using it with your consent or for the performance of a contract, and that data is processed using automated means, you can ask us for a copy of that personal data to re-use with another service or business in many cases.
- h) Rights relating to automated decision-making and profiling. We do not use your personal data in this way.

For more information about our use of your personal data or exercising your rights as outlined above, please contact us using the details provided in Part 15.

You can also obtain further information about your rights from the Information Commissioner’s Office or your local Citizens Advice Bureau.

If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner’s Office.

6. **What Data Do We Collect?**

Depending upon your use of abbastandsusa.com, we may collect some or all of the following personal and non-personal data (please also see Part 14 on our use of Cookies and similar technologies and our [Cookie Policy](#), which is linked to from the bottom of our website.

- Name;
- Address;
- Email address;
- Telephone number;
- Business name;
- Information about your preferences;
- IP address;
- Web browser type and version;
- Operating system;
- Motorcycle Make, model and year of manufacture;

7. **How Do You Use My Personal Data?**

Under the GDPR, We must always have a lawful basis for using personal data. This may be because the data is necessary for our performance of a contract with you, because you have consented to our use of your personal data, or because it is in our legitimate business interests to use it. Your personal data may be used for the following purposes:

- Providing and managing your Account;
- Providing and managing your access to abbastandsusa.com;
- Personalising and tailoring your experience on abbastandsusa.com;
- Supplying our products to you. Your personal details are required in order for us to enter into a contract with you.
- Personalising and tailoring our products for you and your specific motorcycle.
- Communicating with you. This may include responding to emails or calls from you.
- Supplying you with information by email that you have opted-in to receive. You may unsubscribe or opt-out at any time by writing to us either by post (to our registered address above) or by email (info@abbastandsusa.com)
- Analysing your use of abbastandsusa.com to enable us to improve abbastandsusa.com and your user experience.

With your permission and where permitted by law, we may use your personal data for marketing purposes, which may include contacting you by email with information, news, and offers on our products. We will not send you any unlawful marketing or spam. We will always work to fully protect your rights and comply with our obligations under the GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003, and you will always have the opportunity to opt-out.

Third Parties (including namely Google Maps API(s), DPD parcel Courier and Send in Blue for email marketing) whose content appears on abbastandsusa.com may use third party cookies, as detailed below in Part 14. Please refer to Part 14 for more information on controlling cookies. Please note that we do not control the activities of such third parties, nor the data that they collect and use themselves, and we advise you to check the privacy policies of any such third parties.

8. **How Long Will You Keep My Personal Data?**

We will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Your personal data will therefore be kept for the following periods (or, where there is no fixed period, the following factors will be used to determine how long it is kept):

- We are required to keep your personal details on file for the period that you own or have purchased one of our products. This is to ensure that we have your full contact information, in the unlikely event we have a product recall and need to notify you of this. For this reason we will assume unless we hear from you to say otherwise that you still own an abba product and require us to keep your personal contact details.

9. **How and Where Do You Store or Transfer My Personal Data?**

We will only store or transfer your personal data within the European Economic Area (the “EEA”). The EEA consists of all EU member states, plus Norway, Iceland, and Liechtenstein. This means that your personal data will be fully protected under the GDPR or to equivalent standards by law.

Please contact us using the details below in Part 15 for further information about the particular data protection mechanism used by us when transferring your personal data to a third country.

10. **Do You Share My Personal Data?**

We may share your personal data with other companies in our group. This includes subsidiaries and companies required to get your order delivered to your address (i.e. a parcel courier, currently “DPD” but can be changed without notification). The parcel courier will usually require your name, address, contact number and email address to provide a delivery service.

We may sometimes contract with the following third parties to supply certain products. These may include payment processing, delivery, and marketing. In some cases, those third parties may require access to some or all of your personal data that we hold. Parties (including namely Google Maps API(s), DPD parcel Courier and Send in Blue for email marketing, if you have “opted in”)

If any of your personal data is required by a third party, as described above, We will take steps to ensure that your personal data is handled safely, securely, and in accordance with your rights, our obligations, and the third party’s obligations under the law, as described above in Part 9.

In some limited circumstances, We may be legally required to share certain personal data, which might include yours, if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

11. **How Can I Control My Personal Data?**

11.1 In addition to your rights under the GDPR, set out in Part 5, when you submit personal data via abbastandsusa.com, you may be given options to restrict

our use of your personal data. In particular, We aim to give you strong controls on our use of your data for direct marketing purposes (including the ability to opt-out of receiving emails from us which you may do by unsubscribing using the links provided in our emails at the point of providing your details).

11.2 You may also wish to sign up to one or more of the preference services operating in the UK: The Telephone Preference Service (“the TPS”), the Corporate Telephone Preference Service (“the CTPS”), and the Mailing Preference Service (“the MPS”). These may help to prevent you receiving unsolicited marketing. Please note, however, that these services will not prevent you from receiving marketing communications that you have consented to receiving.

12. **Can I Withhold Information?**

You may access abbastandsusa.com without providing any personal data at all.

However, to use all features and functions available on abbastandsusa.com, you may be required to submit or allow for the collection of certain data.

You may restrict our use of Cookies. For more information, see Part 14 and our Cookie Policy Web address: <https://abbastandsusa.com/cookie-policy.asp> (We also link to this at the bottom of our website.)

13. **How Can I Access My Personal Data?**

If you want to know what personal data we have about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a “subject access request”.

All subject access requests should be made in writing and sent to the email or postal addresses shown in Part 15.

There is not normally any charge for a subject access request. If your request is ‘manifestly unfounded or excessive’ (for example, if you make repetitive requests) a fee may be charged to cover our administrative costs in responding.

We will respond to your subject access request within 21 days and, in any case, not more than one month of receiving it. Normally, we aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required up to a maximum of three months from the date we receive your request. We will keep you fully informed of our progress.

14. **How Do You Use Cookies?**

abbastandsusa.com may place and access certain first-party cookies on your computer or device. First-party cookies are those placed directly by us and are used only by us.

We use cookies to facilitate the functionality of our website such as the shopping cart.

We have carefully chosen these cookies which can only be read by our website to ensure that your privacy and personal data is protected and respected at all times.

By using abbastandsusa.com, you may also receive certain third-party cookies on your computer or device. Third-party cookies are those placed by websites, services, and/or parties other than us. Third-party cookies are used on abbastandsusa.com. We use some third party services, namely Google Maps API(s) to calculate distances and to recognise locations that you enter into our system. As a result, Google may

place cookies on your device. You can learn how [Google's Privacy Policy](#) protects you by following the link. These cookies are not integral to the functioning of abbastandsusa.com and your use and experience of abbastandsusa.com will not be impaired by refusing consent to them.

All cookies used by and on abbastandsusa.com are used in accordance with current Cookie Law.

Certain features of abbastandsusa.com depend on cookies to function. Cookie Law deems these cookies to be “strictly necessary”. Your consent will not be sought to place these cookies, but it is still important that you are aware of them. You may still block these cookies by changing your internet browser’s settings, but please be aware that abbastandsusa.com may not work properly if you do so. We have taken great care to ensure that your privacy is not at risk by allowing them.

abbastandsusa.com uses analytics services provided by Google. Website analytics refers to a set of tools used to collect and analyse anonymous usage information, enabling us to understand how abbastandsusa.com is used. This, in turn, enables us to improve abbastandsusa.com.

The analytics services used by abbastandsusa.com uses cookies to gather the required information. You do not have to allow us to use these cookies, however whilst our use of them does not pose any risk to your privacy or your safe use of our website, it does enable us to continually improve abbastandsusa.com, making it a better and more useful experience for you.

In addition to the controls that we provide, you can choose to enable or disable cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all cookies or only third-party cookies. By default, most internet browsers accept cookies, but this can be changed. For further details, please consult the help menu in your internet browser or the documentation that came with your device.

You can choose to delete cookies on your computer or device at any time, however you may lose any information that enables you to access our site more quickly and efficiently including, but not limited to, login and personalisation settings.

It is recommended that you keep your internet browser and operating system up-to-date and that you consult the help and guidance provided by the developer of your internet browser and manufacturer of your computer or device if you are unsure about adjusting your privacy settings.

15. **How Do I Contact You?**

To contact us about anything to do with your personal data and data protection, including to make a subject access request, please use the following details.

Email address: info@abbastandsusa.com

Telephone number: 0044 1245 322 331

Postal Address: abba Motorcycle Equipment UK Ltd, 29 cutlers Road, South Woodham Ferrers, Essex, UK CM3 5WA

16. **Changes to this Privacy Policy**

We may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection.

Any changes will be immediately posted on abbastandsusa.com and you will be deemed to have accepted the terms of the Privacy Policy on your first use of abbastandsusa.com following the alterations. We recommend that you check this page regularly to keep up-to-date.