

We have created this privacy policy in order to show our firm commitment to the privacy of our customers by explaining how we collect and use your personal information. We aim strictly to comply with the European Data Protection Directives (Directive 95/46 EC and Directive 2002/58 EC) and all other relevant data protection legislation. Should you have any queries then please contact us.

1. Who we are

We are Cobra UK Limited (Company No. 3751493). Registered office: Crossgate House, Cross Street, Sale, Cheshire, M33 7FT, United Kingdom.

We can be contacted by any of the following means:

Post: Cobra UK Limited, Crossgate House, Cross Street, Sale, Cheshire, M33 7FT, United Kingdom

Telephone: +44 (0) 844 239 0032

Fax: +44 (0) 844 239 0039

E-mail: info-uk@cobra-at.com

2. Information we collect

2.1. We ask you to provide:

- 2.1.1. your name, full postal address and payment details in order to set up your account with us; and
- 2.1.2. your home, office and mobile telephone numbers and your e-mail address in order to contact you when we provide the Services to you.

2.2. We also ask you to advise us of a security password in order to ensure the security of your account. We will advise you of any relevant parameters for setting these.

2.3. If we receive a theft alert from your CobraTrak system, we will retrieve details of the date, time and position of your vehicle in order to enable us to respond to the alert. We will share this information with our Secure Operating Centre in the country in which you reside to assist us in responding to the alert.

2.4. If you use the CobraTrak system in relation to any third party, including your employees, you must advise them of your ability (and our ability) to determine the position of the vehicle.

3. What we do with your information

- 3.1. We use your information to administer your account and provide the Services to you as described above.
- 3.2. We will not sell lists of names and addresses of our customers to any third party.
- 3.3. We may as part of a scheme of reconstruction within our corporate group or the sale of our business, transfer ownership of all data to another business. However, we will only do this if that business agrees to implement a similar privacy policy.

- 3.4. Where requested to do so, we will provide any information we hold about you to the police, law enforcement agencies and courts in connection with their investigations and any subsequent prosecutions.
- 3.5. We are required by a regulatory and accreditation organisation (RAO) to disclose your name and vehicle details to them. The RAO operates a database of all accredited vehicle tracking systems, their registered owners and the companies which install such systems. This information will be used by the RAO to audit companies such as Cobra UK which supply and install vehicle tracking systems.
- 3.6. We will use your details to send you information about our products and services, including our quarterly newsletter. If you do not wish to receive this information, you may opt-out by sending an email to info-uk@cobra-at.com or writing to us at the above address. Even if you opt-out, we may still need to contact you in any event for administrative or operational reasons relating to our service.
- 3.7. We may share your details with the manufacturer of your car so that they can send you information about their products and services. If you do not wish us to share your information in this way, please send us an email at info-uk@cobra-at.com or write to us at the above address.
- 3.8. We may record telephone calls with you, for training purposes, to help us improve service quality and to help resolve disputes.

4. Security

All our information is kept on a secure site for a period no longer than is necessary and is only accessed by our trained operators.

5. Amendment of Details

It is important that we have your correct details. If any information you have given to us ceases to be correct then please contact us to advise us accordingly.

6. Right of Access

You have a right to access your information. To obtain a copy of the personal information we hold about you, please write to the "Data Protection Officer" at the above address.

By using the CobraTrak System, you agree to our use of your information as set out above.