

Privacy policy

Pioneer Campervans Limited, United Kingdom, and its affiliated companies worldwide ("Pioneer") respects your privacy. This Privacy Statement informs you of Pioneer's privacy practices and of the choices you can make about the way Personal Information about you, including from your online activity, is collected and how that Personal Information is used by Pioneer.

The term "Personal Information" comprises all information which allows or facilitates the identification of an individual. Pioneer is committed to protecting your Personal Information and your privacy. Accordingly, this Privacy Statement has been developed to show how Pioneer processes the Personal Information of those who visit its websites as well as interact with its businesses.

This Privacy Statement includes: What Personal Information Pioneer collects and how long Pioneer intends to keep it; How Pioneer uses the Personal Information, to whom it may disclose or transfer it to, and the reasons why; The security-related measures Pioneer takes to protect your Personal Information; The use of cookies and other technologies; How to go about making a query or lodging a complaint; & How you can go about correcting your Personal Information, or asking for it to be deleted. In developing these standards, Pioneer has taken into consideration an array of internationally recognised core principles, including: the EU Directive 95/46/EC on the protection of individuals with regard to the processing of personal data; the nine information privacy principles of the APEC Privacy Framework to promote effective privacy protection; and the OECD Guidelines governing the protection of privacy and trans-border flows of personal data, amongst others.

Accordingly, the following are at the heart of this Statement:

- 1) Pioneer respects the confidential nature of any Personal Information entrusted to it;
- 2) Pioneer will be open with you about its developments, practices and policies with regard to your Personal Information, and how it intends to use it;
- 3) Pioneer will keep Personal Information to the minimum necessary;
- 4) Pioneer will only process Personal Information in accordance with data privacy laws and regulations;
- 5) Pioneer has in place, and will maintain, effective safeguards to ensure that Personal Information is kept securely;
- 6) Pioneer has in place, and will maintain, effective safeguards to ensure that Personal Information is kept securely;
- 7) This Privacy Statement applies to all Pioneer-owned websites, domains, services, applications, and products, and those of Pioneer's wholly-owned subsidiaries – except where a privacy policy or statement specific to particular legislation, a Pioneer program, product, or service may supersede or supplement this Privacy Statement.

1. Collection of Personal Information.

Pioneer recognizes the importance of the Personal Information by which you can be identified, such as your name, address, or e-mail address. Pioneer respects the privacy of people visiting its websites. Therefore, you may visit any of the Pioneer websites without revealing any information. Nevertheless, Pioneer may track the Internet addresses of people who visit its websites and Pioneer may analyse this data for trends and statistics. However, the tracked data does not include your Personal Information. Some Pioneer websites may send “cookies” and other technologies to your computer or collect your Personal Information in compliance with applicable laws and regulations; please refer to the Privacy Statement on the specific Pioneer website to see how your Personal Information is handled. There is not, however, any obligation for you to provide Pioneer with your Personal Information. If you do not wish to provide the information requested, you can still visit most of Pioneer’s websites, but you may be unable to access certain options, offers and services. In general, Pioneer collects only Personal Information that you voluntarily provide, for example, when you register with one of Pioneer’s websites, or when you ask for information or provide a comment. Both the type and amount of Personal Information collected will be limited to information that is relevant to the identified purposes and is obtained by lawful and fair means, consistent with applicable Data Protection Legislation. In a few cases, however, Pioneer or its partners will need certain information from you in order to give you appropriate and comprehensive service. In such cases Pioneer would ask you to provide it with the necessary Personal Information, e.g. by registering. During the registration procedure Pioneer will ask for your consent to collect, store, process and transfer your Personal Information to third parties (see section 3 below). If you provide such details (e.g. name, address, e-mail, type and scope of use of Pioneer products and services used by you) Pioneer will inform you in any case about how the Personal Information will be used or potentially transferred to third parties before you submit it, as per applicable Data Protection Legislation. Pioneer saves your Personal Information only for as long as necessary to fulfil the identified purposes as well as to comply with applicable Data Protection Legislation.

2. Use of Personal Information.

Pioneer will only use your Personal Information for the purposes made known to you, or to which you have consented in advance. Typically, these purposes include: To perform a contract to which you are party to, or to take steps at your request prior to entering into a contract; To protect your vital interests; For the administration of justice, for the exercise of any functions of government or a government department, or for the exercise of any other functions of a public nature exercised in the public interest; To answer your questions; To provide offers or information requested by you; To communicate with you regarding Pioneer’s products and services and to send marketing communications to which you have previously consented; To meet Pioneer’s product and / or service commitments to you; To improve and develop Pioneer’s products and services; To address and proceed with any recruitment inquiry or for employment purposes; and / or To prevent and detect security threats, fraud or other malicious activity. In addition, Pioneer may use the Personal Information when legally necessary in order to: protect its legal rights; protect it against claims and lawsuits; comply with court orders or orders by law issued from a public authority; or where otherwise required or permitted by applicable laws. Advertising/Marketing and Public Opinion Surveys. Pioneer will only use the Personal Information you have provided for advertising and marketing purposes to the extent to which you have previously consented. Pioneer performs public opinion surveys either directly or in cooperation with a market research institute. Either Pioneer or the market research institute in this context assesses several topics, e.g. the rating of products, designs, marketing measures as well as specific user interests and requirements regarding Pioneer’s

products and services. Participating in the surveys allows Pioneer to gather important information that can be used in the development of new products and services by Pioneer. To the extent Pioneer relies on the services of a market research institute, the market research institute will only act on behalf of, and as instructed by, Pioneer. Personal Information collected in the context of the surveys will only be used by Pioneer in order to further improve its own products and services. Any additional use of your Personal Information by the market research institute is excluded, as well as the prohibition of any transfer of it to any other third party.

3. Disclosure to Third Parties.

Pioneer may disclose your Personal Information to its affiliates, strategic partners and service partners who assist Pioneer in providing its services to you. Also, if Pioneer determines the need to sell, buy, merge, or reorganise its business, it may also need to disclose your Personal Information for such business reasons, but will pursue relevant and proper protection of your Personal Information in such an event.