

VINES LIMITED - How your personal information may be used

Customer Support & Marketing – to respond to enquiries and to bring you news and offers:

- To ensure that content from our website is presented in the most effective manner for you and for your computer
- To provide you with information, products or services that you request from us or which we feel may be relevant to you; by using your data to create an individual customer profile and we may share your personal data between BMW Group companies and other suppliers of BMW or MINI branded products and services where relevant
- To allow you to participate in interactive features of our service, when you choose to do so
- To notify you about changes to our service
- We may also use your data, or permit selected third parties to use your data, to provide you with information about goods and services, which may be of interest to you, and we, or they, may contact you about these by email, post or telephone.
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Vehicle Sales & Service – to process your sale, configure and service your vehicle:

- To ensure that content from our website is presented in the most effective manner for you and for your computer.
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Quality Assurance, Research & Development – to improve our products & services:

- BMW AG may use any of the information that it receives through the provision of services to BMW UK, centres (including Location Information) for product and service quality assurance and development purposes. Before any such use is undertaken your information will be de-personalised so it cannot be directly linked back to you.

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