HONDA MOTOR EUROPE LTD

Supplier List (Honda UK)

Transfers to companies providing services under contract

Your personal data will be shared with companies providing services under contract to the Honda group of companies. A list of categories & service providers is set out below.

- Honda Website providers & hosting/www.Honda.co.uk
  - Main platform (current provider: Digitas LBi Limited)
  - Honda Used Car locator (current provider: Cox Automotive Limited)
  - Honda e-Commerce websites, including live chat provider and payments (current providers: The Hut.com Limited, Summit media Limited, Worldpay: Merchant Services)
- Google analytics provided for website improvement and optimisation (Google LLC)
- Honda Motorcycle Dealer Website templates (participating Dealers only) (current provider: One Black Bear Limited)
- Motorcycle Experiences (current providers: Honda School of Motorcycling, Dave Thorpe (Dthorc Limited), The Ron Haslam Race School, Inch Perfect Trials Limited)
- Honda Used Motorcycle Website (current provider: One Black Bear Limited)
- Brochure fulfilment (current provider: RR Donnelley & Sons Company)
- Email Broadcast (current provider: Celerity Ltd, & Adestra Limited)
- Event Management (current provider: Noble Limited, KCS Limited)
- Event tablet data collection (current provider: Brandwidth Limited)
- Fleet & B2B Management: (current provider: ROI Limited)
- IT help desk provider (current provider: ATOS IT services UK Limited)
- IT hosting (current provider: IBM Belgium SPRL/BVBA)
- IT maintenance provider (current provider: IBM United Kingdom Limited)
- Data Management: (current provider: Direct Select (192) Limited T/A UKChanges , Carweb Limited, ETL)
- Data analysis: (current providers: Urban Science International Limited, Karmarama, Dentsu Aegis Network Limited)
- Extended Guarantees & Service Plan providers (current provider: The Warranty Group Europe HQ)
- Roadside Assistance (current provider: The Automobile Association (AA plc))
- Customer satisfaction surveys across our divisions (current providers: InMoment Inc, Ipsos Mori Limited, Ideas+Vision, Simpson & Carter)
- Customer Relations call services (current provider: Concentrix Corporation, BPA Corporate Facilitation Ltd, Ctalk Limited)
- Registration Data for government use (Driving & Vehicle Licensing Agency (DVLA))
- Registration/Security Tag process for Motorcycles (current provider: DataTag Limited)
- Tracking system for Motorcycles (current provider: Scorpion Automotive Limited)
- Vehicle Recalls (current provider: GrassRoots Group UK Limited)
- Transfers to third parties that are joint Data Controllers, where **you have given specific consent**:
  - Insurance providers (current provider: Aviva Insurance Services UK Limited)
  - Independent Reviews across our divisions (current provider: Reevoo Limited)