

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 and Wunderman Thompson Commerce UK Limited)
 - Honda Used Car locator (current provider: Cox Automotive Limited)
 - Honda e-Commerce website, including live chat provider and payments (current providers: The Hut.com Limited, Summit media Limited, Worldpay: Merchant Services)
 - Used Motorcycle Locator Portal (current provider: Media Links Online Limited)
 - Competition Microsites (current provider: PromoVeritas Ltd, Engine Partners UK LLP and Profusion Media Ltd)
- Google analytics provided for website improvements and optimisation (Google LLC)
- Hashed/anonymised data provided to Meta for analytics (Meta Platforms, Inc.)
- Motorcycle Experiences (current providers: Honda School of Motorcycling, Dave Thorpe (D&G Events Ltd), Inch Perfect Trials Limited)
- Motorcycle Training (current provider: Rapid Training Limited)
- Customer Communications (current provider: Paragon Customer Communications)
- Email Broadcast (current provider: Engine Partners UK LLP, Profusion Media Ltd & Adestra Limited)
- Event Management (current provider: Noble Limited, KCS Limited)
- Event tablet data collection (current provider: Valentine Worldwide Ltd)
- Fleet & B2B Management and Live chat support (current provider: ROI Limited)
- Automotive Lead Management (Current provider: Salesforce Inc., Arlanis Reply)
- 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: Sagacity Solutions Ltd, CAP HPI Group and ETL)
- Data Analysis (current providers: Urban Science International Limited, Accenture Song Brand UK Limited, Dentsu Aegis Network Limited, Sky UK, OEConnection - OEC, Universal McCann UK, Experian Ltd)
- Extended Guarantees & Service Plan providers (current provider: TWG Service Limited)
- Roadside Assistance (current provider: The Automobile Association (AA plc) and Bosch Service Solutions GmbH)
- Motorcycle Service and MOT reminders (current provider: Studium Group srl)
- Online tyre orders (current provider: Stapleton's (Tyre Services) Ltd and Image Scotland)

- Customer satisfaction surveys across our divisions (current providers: InMoment INC, Ipsos Mori Limited, Ideas+Vision, Simpson & Carpenter, Qualtrics Ltd, Feefo Holdings Limited, mo'web GmbH, Batterii LLC (D.B.A "Vurvey").)
- Supply of technical support specialists (MSX International Limited)
- 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 Motorcycle (current provider: DataTag Limited)
- Tracking system for Motorcycles (current provider: Scorpion Automotive Limited)
- Vehicle Recalls (current provider: Go Inspire Group)
- Know Your Customer checks including automated decision making and biometric data - facial recognition (current providers: TrustID, Iomart PLC, Acuant Inc, Inverid (ReadID), IDVerse, LexisNexis RiskNarrative and Equifax)
- Honda Sales Centre (current provider: Strive)