

Geely Jamaica

Privacy Policy

Effective Date: 30 April 2025

1. Introduction

Geely Jamaica ("we", "us", or "our") is committed to protecting the privacy and personal information of all individuals who interact with our website and services. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information in accordance with the Data Protection Act, 2020 (Jamaica), the Electronic Transactions Act, 2007, and all other applicable Jamaican laws.

By using our website, you consent to the practices described in this Privacy Policy.

2. Legal Framework

This Policy is governed by and complies with the following legislation:

- Data Protection Act, 2020 (Jamaica)
- Electronic Transactions Act, 2007
- Cybercrimes Act, 2015
- Consumer Protection Act, 2005
- The Access to Information Act, 2002

3. Personal Information We Collect

We may collect the following categories of personal information:

3.1 Information You Provide Directly:

- Full name, email address, telephone number, and mailing address
- Vehicle enquiry details and purchase preferences
- Correspondence and communications with us
- Account registration credentials

3.2 Information Collected Automatically:

- IP address, browser type, and operating system
- Pages visited, time spent, and clickstream data
- Cookie data and similar tracking technologies (see our Cookie Policy)
- Device identifiers

3.3 Information from Third Parties:

- Publicly available information
- Information from business partners and authorised dealers
- Social media platforms (where you interact with our pages)

4. How We Use Your Information

Pursuant to Section 19 of the Data Protection Act, 2020, we process your personal information only where we have a lawful basis to do so. We use your information to:

- Respond to your enquiries and provide customer support
- Process vehicle purchase and service bookings
- Send marketing communications where you have provided consent
- Improve and personalise your experience on our website
- Comply with our legal and regulatory obligations
- Detect and prevent fraud, cybercrimes, or other unlawful activities
- Maintain business records and internal administration

5. Legal Bases for Processing

We rely on the following lawful bases under the Data Protection Act, 2020:

- Consent — where you have freely given, specific, and informed consent
- Contract — where processing is necessary to perform a contract with you
- Legal obligation — where processing is required by law
- Legitimate interests — where our interests do not override your rights

6. Disclosure of Your Information

We do not sell your personal information. We may share your information with:

- Authorised Geely dealers and service partners in Jamaica
- Geely Automobile Holdings Limited (parent company) for vehicle support

- Third-party service providers (IT, payment processing, marketing analytics)
- Regulatory authorities and government bodies where required by law
- Legal advisors in connection with legal proceedings

All third parties who process your data on our behalf are required to maintain appropriate security standards and comply with the Data Protection Act, 2020.

7. International Data Transfers

Where personal information is transferred outside of Jamaica, we ensure appropriate safeguards are in place as required by the Data Protection Act, 2020, including contractual protections and data transfer agreements.

8. Data Retention

We retain personal information only for as long as necessary to fulfil the purposes for which it was collected, or as required by law. Thereafter, data is securely deleted or anonymised.

9. Your Rights

Under the Data Protection Act, 2020, you have the following rights:

- Right of access — to obtain a copy of your personal information
- Right to rectification — to correct inaccurate or incomplete data
- Right to erasure — to request deletion of your data in certain circumstances
- Right to restrict processing — to limit how we use your data
- Right to object — to object to processing based on legitimate interests
- Right to data portability — to receive your data in a structured, machine-readable format
- Right to withdraw consent — at any time, without affecting prior processing

To exercise any of these rights, please contact us at: privacy@geely.com.jm

10. Data Security

We implement appropriate technical and organisational measures to protect your personal information against unauthorised access, accidental loss, destruction, or disclosure. These include encrypted connections (SSL/TLS), access controls, and regular security assessments.

11. Children's Privacy

Our website is not directed at children under the age of 18. We do not knowingly collect personal information from minors. If you believe we have inadvertently collected such information, please contact us immediately.

12. Links to Third-Party Sites

Our website may contain links to third-party websites. We are not responsible for the privacy practices of those sites and encourage you to review their respective privacy policies.

13. Changes to This Policy

We may update this Privacy Policy from time to time. We will notify you of material changes by posting a notice on our website. The updated Policy will be effective from the date of publication.
