



Models



Dealers



Menu

OVERVIEW

PRIVACY POLICY OVERVIEW

Unlike our convertibles, we don't believe that your personal information should be Always Open for the world to see. We appreciate the trust you place in MINI and would never want to jeopardize that trust in any way. We respect your privacy and are committed to protecting the security of your personal information. Which means we will never rent or sell your personal information to anyone.

On top of that, we work hard to make sure that we maintain physical, electronic and procedural safeguards designed to protect your personal information.

And if you ever have any questions at all regarding your privacy, large or small, practical or just philosophical, please don't hesitate to contact us.

THE DETAILS

WHAT INFORMATION DOES MINI COLLECT?

As part of keeping our MINI fans and enthusiasts in the loop, we collect and save "personal information" such as your name, address, email and phone number that you might have volunteered

while signing up for emails or mailings from MINI USA or saving a MINI vehicle configuration. We also may obtain such information from third parties. "Personal information" means information that identifies you or could reasonably be used to identify you. We also may collect other information about your visits to our site without you actively submitting such information. This information may include, for example, your browser type and language, your operating system, your Internet Protocol (IP) address, the URLs of sites you visited before and after visiting our site, the web search that landed you on our site, and web pages and advertisements you view and links you click on within our site.

As for information we don't collect? The list probably starts with "Things you've found by the side of the road" and just goes from there...

HOW DOES MINI USE MY INFORMATION?

The primary use for any information we collect is to help facilitate efficient and relevant communications regarding MINI products and services. We would never intentionally do anything to jeopardize your trust, including renting or selling your personal information.

DOES MINI SHARE INFORMATION WITH ANYONE ELSE?

From time to time we share information with other members of the BMW Group to help provide offers for products or services that may be of interest to you. Members of the BMW Group include, BMW of North America, MINI USA, a division of BMW of North America, LLC, MINI Financial Services, BMW Financial Services, BMW Bank of North America, and BMW Insurance Agency. We also share personal information with non-affiliated companies that provide services on our behalf. These companies are contractually obligated to keep the information that we provide to them confidential and to only use it to provide the specific services we've asked them to perform. We also share personal information with MINI Dealers who are independent entities and have their own privacy policies.

IS MY INFORMATION SECURE?

We do everything we can to protect your personal information. We maintain physical, electronic and procedural safeguards designed to protect personal information. This includes deploying encryption technologies and user authentication procedures that are designed to keep your data secure. We also limit access to personal information so that only authorized personnel and contractors who need access to perform their job and are contractually required to keep your information secure, are able to see it.

CORRECTING/UPDATING PERSONAL INFORMATION

When a user's personal information changes (such as ZIP code), or if a user no longer is interested in our service and we are notified of such changes, we will correct, update or remove that user's personal information. In addition, the personal information in your online profile can be updated by you at any time on MINIUSA.com; select SHOPPING in the top navigation, the select Sign Up For Emails, and then UPDATE PROFILE.

PRIVACY OF CHILDREN

We do not knowingly collect or use any personal information from children (we define "children" as minors younger than 13) on our site. We do not knowingly allow children to order our products, communicate with us, or use any of our online services.

If you are a parent and become aware that your child has provided us with personal information, please contact us at privacy@askminiusa.com or write: MINI USA, a division of BMW of North America LLC., Customer Relations and Services, PO Box 1227, Westwood NJ 07675-1227, and we will work with you to address the issue.

LINKS TO OTHER SITES

Though our site contains links to other sites, we are not responsible for the content, links or privacy on any of those sites.

EMAIL LINKS

We use email links throughout the site to allow you to contact us directly with any questions or comments you may have. We read every message and try to reply promptly to everyone. Information in the message is used to respond directly to your comments or questions. We may also file your comments to improve the site and programs, or review and discard the information.

COOKIES & TRACKING

VEHICLE

LEGAL INFO

MINI FINANCIAL SERVICES

QUESTIONS & COMMENTS

WARRANTY & MAINTENANCE
