



## Motor Market Privacy Policy

### Introduction

Motor Market Ltd understands that the use of your information requires your trust.

Motor Market is committed to the highest standards of data privacy and will only use your information for clearly described purposes and in accordance with your data protection rights. This policy outlines our commitment to protecting your data and how it will be used by us as a company.

### What we do

Motor Market sells used vehicles, provides finance, repairs, and services a variety of vehicles as well as providing links to external finance, breakdown, insurance and warranty providers.

### Motor Market as Data Controllers

Motor Market is responsible for and is the data controller of your personal information that it receives through our web site, by email, by phone call and in person through visiting our dealership. If you give us personal information about somebody else, such as a colleague, friend, or a family member, we will assume you have their permission to do so, and their data will also be subject to this policy.

#### Changes to this privacy policy

We may modify or update this privacy policy from time to time. If we update the policy and it significantly impacts you, we will publish a notification on our web site and may contact you directly. This policy was last reviewed and updated on **15th May 2021**.

### What information may be collected about you?

- Name
- Address
- Phone number
- Email addresses
- The type of vehicles you are interested in purchasing.
- The vehicles you have purchased, we have repaired or serviced from for you.
- Your comments received in relation to the service we have provided.
- Credit and anti-fraud information

- Information which establishes your identity and proof of address, income, employment, such as driving licences, passports, wages slips, bank statements and utility bills.
- Information about your bank account, transactions, requests for credit and credit ratings.
- Information about the features and current settings of your vehicle

Please note that if you do not provide us with some of this information, we may not be able to provide our services.

## How your personal information may be used and shared

Use of personal information under EU data protection laws must be justified under several legal grounds and we are required to set out the grounds in respect of each use in this policy. An explanation of the scope of the grounds is detailed below:

- Customer support and marketing (where you have consented to receive marketing)
- To respond to enquiries and bring you news and offers.
- To remind you of service and MOT schedules
- To notify you of information relating to your vehicle if we have been made aware by the manufacturer
- To process your sale
- To process repairs and serving for your vehicle
- To provide you finance for your vehicle - please note that ourselves and lenders may conduct a search on your details with credit reference and fraud prevention agencies
- To liaise with credit finance companies on your behalf
- To liaise with warranty companies to ensure your vehicle is covered for the repairs you requested.
- To liaise with breakdown assistance companies if requested by you.

In order to provide you with the above services, your information may be shared with the below parties. Please note that whilst we do not transfer or store your data outside of the EEA, some of these parties may do so. We encourage you to fully understand their Privacy Policies and how they will use your information.

- CRM Systems (Blue Owl Network Limited - [Privacy Policy | AutoConvert](#))
- Finance Partners and Lenders - please refer to our Initial Disclosure Document for an exhaustive list
- Insurance and GAP Provider (Nukula Limited - [privacy.pdf \(insurethat.com\)](#))
- Warranty (AA Warranty - [AA Cars Privacy Notice | AA Cars \(theaa.com\)](#))

## Compliance with legal requests for your information

We may be required to provide your information to law enforcement agencies, regulators, courts and third-party litigants with proceedings or investigations. We will ensure that the party has the correct authority before providing your information. If possible, we will only

provide information after notifying you, unless to do so would prejudice the prevention or detection of crime.

## Legal Grounds for processing your information.

The use of your information set out above is permitted under EU data protection law based on these principle legal grounds:

- Where you have consented to the use (you will have been asked for consent by either verbal or written means). Your consent may be withdrawn by contacting our Sales Support Team on 01384 411119
- You have contacted the company direct by phone, email, text message, web message or in writing.
- Where necessary to enter into or preform our contract with you
- Where we need to use it comply with any legal duty.
- Where necessary for us to defend, prosecute or make a claim against you, us or a third party.
- Information accessible by Third Parties for a legitimate interest.
- This is only shared in a secure manner, using a consistent security protocol.

## Retention Periods

Reason for Retention	Length of Time
Sale/Finance of a Vehicle	6 Years
Service, Repairs & MOT	2 Years
Accounting and Legal Purposes	7 Years (where possible, archived)

We are committed to storing any data held on individuals in a secure, efficient and effective manner. Our security and encryption details are regularly updated and reviewed for your protection.

## How to change your privacy preferences, contact us or complain

You can change your preferences, or withdraw your consent in relation to how Motor Market uses your personal information by:

- Contacting our Sales Support Team on 01384 411119
- Email to [sales@motor-market.net](mailto:sales@motor-market.net), with the subject "Unsubscribe – Motor Market" or [sales@motor-market.net](mailto:sales@motor-market.net) to review or correct information.
- Writing to our Head Office for the attention of Data Controller at:

Motor Market Ltd  
27 Newtown Lane

Cradley Heath  
West Midlands  
B64 5EB

GDPR also sets out rights that individuals have when it comes to their data. Should you wish to exercise any of these rights, please do so by contacting us on the above information.

*Right to access*

You have the right to request copies of the personal information we hold about you at any time.

*Right to rectification*

You have the right to request that we correct any inaccurate personal information we hold about you.

*Right to erasure*

You have the right to request that we delete your personal information from our records. Please note that we will not be able to delete your personal information whilst we are still providing our services to you. We will be able to delete your personal information once you cancel the service or once the service is completed, if we are able to do so with still abiding by law.

*Right to restrict processing*

You have the right to request that we restrict how we use your personal information.

*Right to object*

You have the right to object to the collection and use of your personal information at any time.

*Right to data portability*

You have the right to obtain a copy of your personal information in a legible and compatible format such as Excel or Word.

*Right to be informed*

You have the right to be fully informed regarding your information throughout our whole journey

*Rights in relation to automated decision making and profiling.*

If a decision has been made electronically, you have the right to contest this decision.

If you make a written request for your personal data, we will provide this information within 30 days unless it is a large amount of information and we need to spend the time researching for it. If this is the case, we will notify you of the delay. Normally we would not charge for this information, however if a large amount of information is requested and it takes a long time, we may charge a nominal fee for the additional work.

If you are dissatisfied with our use of your information or our response to any exercise of these rights you have the right to complain to the Information Commissioner's Office, further details are available at <https://ico.org.uk>