

Privacy Notice

Introduction

At Steven Eagell Ltd, we take your privacy seriously and are committed to protecting your personal information. We will only use your personal information as set out in this Privacy Notice and we will never sell your data to third parties.

This Privacy Notice explains how we collect and use your personal information, the legal basis on which we do so, and how you can exercise your rights. Whenever we update this Notice, we will publish the latest version on our website so that you are always informed.

References to “we”, “us” or “our” mean **Steven Eagell Ltd**, which is the legal entity responsible for processing your personal information. References to “you” mean the individual whose personal information we collect, including website visitors, customers, and anyone who contacts or interacts with us.

Your personal information is processed in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and other applicable laws and regulations.

Who We Are

Steven Eagell Ltd is a privately owned automotive group with branches across the South East, South & West Midlands, and the East of England.

Data Controller

For the purposes of data protection legislation, Steven Eagell Ltd is the **data controller** of the personal information we collect and process as described in this Privacy Notice.

Information We May Collect

We may collect and process the following types of personal information about you:

1. Name, date of birth, address, and contact details (including email address and telephone number)

2. Vehicle details, purchase history, service history, and mobility information
3. Finance, payment, and credit-related information where relevant
4. Marketing and communication preferences
5. Copies of driving licences
6. CCTV footage from our premises
7. Records of communications, including emails, letters, text messages, and recorded telephone calls
8. Website usage data, including IP address, traffic data, location data, and pages accessed

Where relevant, we may also receive personal information from third parties, such as finance providers, insurance providers, fraud prevention agencies, or as part of a corporate transaction (for example, a merger or acquisition). Where this occurs, we will notify you and treat your information in accordance with this Privacy Notice.

If you provide us with another person's personal information, you must ensure you have their permission to do so and that they are aware of how we use personal information.

Vulnerability and Support Needs

Where you choose to provide it, we may collect information relating to vulnerability or support needs. This may include information about mental health, physical disabilities, neurodiversity (such as ADHD), or language or communication needs (for example, if English is not your first language).

We collect this information **only** to:

1. Provide appropriate support
2. Make reasonable adjustments
3. Communicate with you in a way that best suits your needs
4. Ensure our services are accessible and customers are treated fairly

This information is **not used for marketing, profiling, or sales targeting**.

We will only collect and process vulnerability or health-related information with your **explicit consent**. Providing this information is entirely optional and you may withdraw your consent at any time without affecting the services we provide to you.

Vulnerability information is treated with enhanced confidentiality and security safeguards. Access is restricted to trained staff who need the information to provide support, and it is retained only for as long as necessary for the purposes described above.

How We Use Your Personal Information

We use your personal information to:

1. Respond to enquiries about vehicles, goods, or services
 2. Process purchases and provide services
 3. Perform and manage contracts with you
 4. Manage and administer our relationship with you
 5. Send service reminders such as MOT or servicing notifications
 6. Send marketing communications where permitted
 7. Obtain feedback and improve our products and services
 8. Protect our business, customers, employees, and systems
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Lawful Basis for Processing

We process your personal information using one or more of the following lawful bases:

Consent

Where you have provided a freely given, specific, informed, and unambiguous indication of your wishes. You may withdraw your consent at any time.

Contract

Where processing is necessary to perform a contract with you or to take steps at your request before entering into a contract. If you do not provide required information, we may be unable to proceed.

Legitimate Interests

Where processing is necessary for our legitimate business interests, provided those interests are not overridden by your rights and freedoms. Our legitimate interests include managing customer relationships, communicating with you, developing our services, pursuing debts, and protecting our business.

Special Category Data

Where we process special category personal data (such as health or vulnerability information), we do so **only with your explicit consent** in accordance with Article 9(2)(a) UK GDPR.

Marketing Communications

You may receive marketing communications from us where permitted by law. You can opt out at any time by:

1. Visiting www.steveneagell.co.uk/opt-out
 2. Contacting one of our dealerships
 3. Contacting our Data Protection Officer
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Sharing Your Personal Information

We may share your personal information with third parties where necessary, including:

1. Service providers supporting our business operations (e.g. IT, marketing)
2. Finance companies and credit reference agencies
3. Insurance providers
4. Fraud prevention and law enforcement agencies
5. Regulatory bodies where required
6. Professional advisers
7. Parties involved in a corporate transaction

We will also share relevant vehicle and customer information with **Toyota (GB) Plc**, our franchise manufacturer partner, for purposes including vehicle ordering, servicing, customer satisfaction, safety, and feedback. Toyota (GB) Plc may contact you directly and will process your data in accordance with its own privacy policy.

We may also cross-check your details with the DVLA to ensure accurate vehicle registration and communications.

Your Rights

You have the right to:

1. Request access to your personal information
2. Request correction of inaccurate data
3. Request deletion of your data
4. Object to or restrict processing
5. Receive your data in a portable format where applicable

To exercise your rights, please contact our Data Protection Officer. You also have the right to complain to the Information Commissioner's Office (ICO). We encourage you to contact us first so we can address your concerns.

Data Retention and Security

We retain personal information only for as long as necessary for the purposes for which it was collected and to meet legal, regulatory, and contractual obligations. In some cases, this may be up to seven years or longer where required to defend legal claims.

We take appropriate technical and organisational measures to protect your personal information and ensure that any third parties we work with also maintain appropriate security standards.

We record some (not all) telephone calls for training and monitoring. All call recordings are automatically deleted after 90 days.

We record CCTV images on site for security purposes. All recordings are deleted after 30 days.

Changes to This Privacy Notice

We may update this Privacy Notice from time to time to reflect changes in law, regulation, or our business practices. The most up-to-date version will always be available on our website.

Contact Us

If you have any questions about this Privacy Notice or how we use your personal information, please contact:

Data Protection Officer

dpo@steveneagell.co.uk