

# Privacy Policy

The Site ([www.Dealerzone.co.uk](http://www.Dealerzone.co.uk) and <https://app.dealerzone.co.uk>) is published by:

**Dealerzone Limited**

**Company registration number: 16521535**

**Registered office at 90 Liverpool Road, Cadishead, Manchester, M44 5AN**

**E-mail: [helpdesk@Dealerzone.co.uk](mailto:helpdesk@Dealerzone.co.uk)**

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## Introduction

DealerZone Ltd (“we”, “us”, or “our”) is committed to protecting your privacy and ensuring that your personal data is handled securely and in compliance with applicable data protection laws, including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

This privacy notice explains how we collect, use, share, and protect your personal information when you use DealerZone.co.uk (“the platform”).

This notice applies to all users of DealerZone, including motor dealers, finance providers, leasing companies, and other platform partners. This policy is non-contractual and may be updated from time to time.

If you have any questions about this privacy notice or how we handle your data, please contact us using the details provided once our registered address is confirmed.

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## Data Protection Principles

We comply with the principles of the UK GDPR. Your personal data will be:

1. Processed lawfully, fairly, and in a transparent manner.
  2. Collected for specified, explicit, and legitimate purposes only.
  3. Adequate, relevant, and limited to what is necessary.
  4. Accurate and kept up to date.
  5. Retained only for as long as necessary.
  6. Processed in a way that ensures appropriate security.
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## What Data We Collect

We may collect the following categories of personal data:

- Full name
  - Business contact details (email address and phone number)
  - Company name and role/title
  - Account registration details
  - Communication records
  - Platform usage data (including IP address and browser information)
  - Transaction and sales-related activity on the platform
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## How We Use Your Information

We use your data for the following purposes:

- To manage your account and provide access to the platform
  - To facilitate transactions between dealers, finance companies, and leasing partners
  - To communicate with you about sales, leads, offers, and updates
  - To comply with our legal and regulatory obligations
  - To monitor platform performance, security, and usage trends
  - To share contact details with suppliers and partners where necessary to fulfil service commitments
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## Lawful Bases for Processing

Our processing is based on the following lawful bases:

- **Contractual obligation** – to provide services you have registered or contracted for.
  - **Legitimate interest** – to operate and improve our platform and facilitate efficient transactions.
  - **Consent** – where required, such as for marketing communications (which you may opt out of at any time).
  - **Legal obligation** – to comply with applicable laws and regulations.
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## Data Sharing

We may share your information with:

- Other platform users (e.g., leasing companies and suppliers) where necessary to process or fulfil a vehicle sale or related request
- Service providers and partners who help us operate and maintain the platform
- Professional advisers and legal or regulatory bodies where required
- Our suppliers and logistics partners to arrange vehicle collection, delivery, or inspection services

We will never sell your personal data.

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## **Data Retention**

We retain your personal data for as long as necessary to:

- Provide the services you've signed up for
- Comply with our legal and accounting obligations
- Resolve disputes and enforce agreements

We regularly review our retention practices to ensure compliance.

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## **Your Rights**

Under the UK GDPR, you have the right to:

- Access your personal data
- Correct inaccurate or incomplete data
- Request deletion of your data (where legally permissible)
- Restrict or object to certain types of processing
- Request a copy of your data in a portable format
- Withdraw consent where processing is based on it

You may exercise these rights by contacting us. If you are not satisfied, you also have the right to lodge a complaint with the Information Commissioner's Office (ICO).

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## **Security Measures**

We have put in place appropriate technical and organisational measures to safeguard your data against loss, misuse, or unauthorised access.

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## **Changes to This Policy**

We may update this privacy policy from time to time. Any significant changes will be notified via the platform or by email.

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## **Cookie Policy**

## What Are Cookies?

Cookies are small text files that are placed on your device when you visit our website. They help us understand how you use our platform and improve your user experience.

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## Types of Cookies We Use

- **Essential Cookies**  
These are required for the basic functionality of the platform, such as logging in and accessing secure areas.
  - **Performance Cookies**  
These help us understand how users interact with the website (e.g., Google Analytics), allowing us to improve functionality and performance.
  - **Functional Cookies**  
These remember your preferences and settings to enhance your experience.
  - **Targeting/Advertising Cookies**  
We may use these cookies to deliver relevant content or offers based on your browsing behaviour. We do not sell your data to advertisers.
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## Managing Cookies

You can manage your cookie preferences at any time by adjusting your browser settings. Most browsers allow you to:

- View which cookies are stored
- Delete cookies
- Block specific or all cookies

Please note that disabling cookies may affect the functionality of the platform.

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## Third-Party Cookies

Some cookies on our platform are set by third-party services (such as analytics or chat support tools). We ensure these providers also comply with data protection laws.

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If you have any questions about our cookie usage or privacy practices, please get in touch once our contact details are confirmed.