

## Privacy Policy

**Data Controller: Khurshid Ahmed**

**Princes End Garage**

trading as

registered at **71 High Street**

**Tipton**

**West Midlands**

**DY4 9JF**

("we," "our," or "us")

We are committed to protecting your privacy and always ensuring the security of your personal information. Our Privacy Policy explains how we collect, use, and safeguard your data.

### Type Of Information We Collect

We typically collect the following types of information:

- **Contact & Identity Information:** Name, address, telephone number, email address — typically when you enquire, request a quote, book a service or MOT, or contact us via phone, email or website form.
- **Vehicle Information & Service Details:** Details about your vehicle (make, model, registration VRM, service history, work requested) — to provide accurate quotes and carry out services.
- **Communications Data:** Records of correspondence with you via email, phone, or contact form (queries, messages, booking requests, etc.).
- **Usage / Technical Information:** If you use our website, we may collect non-personal information such as your IP address, browser type, device type, pages visited, how you use the site — for analytics and improving our website (if these tracking/analytics features are used).

### How we receive information about you

We receive your Personal Information from various sources, this personal information we process is provided to us directly by you for one of the following reasons:

- When you voluntarily provide it via contact forms on the website, by email, by phone, or in person when you bring your vehicle in or request a quote.
- When you book services (repairs, MOT, diagnostics, etc.) with us.
- If you correspond with us (phone calls, email, messaging).
- Possibly via website analytics or similar services if we use them, to collect anonymised technical/usage data.

### Why We Collect Personal Information

We use the information that you have given us in order to provide our services to you the 'data subject' as follows:

- Provide you with requested services — e.g. quotations, diagnostics, repairs, MOT testing, servicing, follow-up repairs.
- Schedule, manage and carry out bookings, service history, vehicle maintenance.

- Communicate with you regarding appointments, confirmations, reminders, updates, invoicing and service reports.
- Maintain records for legal, warranty, insurance, accounting or regulatory compliance.
- Improve our services and website (if we use analytics or feedback).

Under the General Data Protection Regulation (GDPR), the lawful bases we rely on for processing this information are:

- We have a contractual obligation
- We have a legal obligation
- We have a vital interest
- We need it to perform a public task
- We have a legitimate interest
- Consent

### **How We Process Your Information**

We process the information collected for the following purposes:

- **Service Provision:** to deliver the car-servicing, MOT testing, diagnostics, repairs, invoicing, and related services you request.
- **Communication:** to contact you about bookings, queries, updates, reminders, and follow-ups.
- **Record-keeping:** to maintain a history of work done, vehicle/service records, warranties, compliance and insurance records.
- **Business Improvement:** using (anonymised) usage/technical data or feedback to improve how we operate (services offered, website, customer experience).

### **Data Security**

We take reasonable and responsible measures to protect your personal information from unauthorized access, disclosure, or alteration. However, please be aware that any method of transmission over the internet or electronic storage is not entirely secure.

### **Data Retention**

We will retain your personal data for as long as is necessary to provide our services and to comply with any legal, accounting, tax, insurance or warranty obligations. Typically this will be for a period of **up to 6 years** after our last interaction (or for whatever period is required by law), whichever is longer. After that, your data will be securely deleted or anonymised.

Under applicable regulations, we will keep records containing client personal data, account opening documents, communications, and anything else as required by applicable laws and regulations.

### **How we store your personal information**

- Your information is securely stored in password-protected digital systems/backups and, where relevant, in locked cabinets for any paper records. Access is restricted to authorised personnel only.
- Electronic files are backed up and, where required, encrypted.
- Paper records are stored in secured locked storage with controlled access.

### **Sharing Your Information**

We do not sell, trade, or rent your personal information to third parties. We may share your information with our trusted service providers who assist us in delivering our services, however they have an obligation to always maintain the confidentiality of your information.

We may share this information with:

- Software providers for booking/scheduling, project management, or accounting (if used).
- Payment processing providers (if payments are handled via a third-party).
- IT, hosting and analytics service providers (for website operation and maintenance).
- Professional advisers such as accountants or insurers — where necessary for business operations or compliance.

Why we may share this information:

- To process payments securely
- To maintain and improve our website and systems
- To comply with legal obligations

### **Your Choices**

You can opt out of receiving marketing communications from us at any time by following the unsubscribe instructions provided in our emails.

### **Your Data Protection Rights**

Under data protection law, you have rights including:

- Your right of access - You have the right to ask us for copies of your personal information
- Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete
- Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances
- Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances
- Your right to object to processing - You have the right to object to the processing of your personal information in certain circumstances
- Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

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You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

If you wish to make a request, please contact us at:

**71 High Street,  
Tipton,  
West Midlands,  
DY4 9JF**

## **Changes to this Policy**

We may update this Privacy Policy from time to time. Please check this page periodically for any changes. Your continued use of our services after any modifications indicates your acceptance of the updated policy.

## **Contact Us**

If you have questions or concerns about this Privacy Policy or our data practices, please contact us at:

Princes End Garage  
Office: **0121 557 2370**  
Mobile: **07782 484950**

## **Complaints**

If you have any concerns about our use of your personal information, you can make a complaint to us at:

Princes End Garage  
Office: **0121 557 2370**  
Mobile: **07782 484950**

If you are unhappy with how we have used your data or responded to your query, you can also complain to the Information Commissioner's Office (ICO) at:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>