

# Privacy Policy

Last updated: 28 April 2026

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## Who We Are

We are West Heath Garage, 11 Minley Rd, Farnborough, GU14 9RR. This privacy policy sets out the basis on which we process any personal data we collect from you, or that you or other third parties provide to us.

West Heath Garage is registered with the Information Commissioner's Office (ICO) as a data controller for the purposes of the Data Protection Act 2018 and the UK General Data Protection Regulation.

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## Information We Collect About You

When you interact with us, we will process personal information about you. The nature of the data we process depends on your relationship with us – for example, whether you are a customer, a supplier, or simply visiting our website. Personal data we may process includes:

- Your name and title
  - Your contact information such as email address, phone number, address and postcode
  - Where provided, identity information such as your National Insurance Number and/or driving licence details
  - A record of your preferred contact method
  - Information relating to your vehicle when you make an appointment for a service or MOT
  - Demographic data when making finance applications – such as date of birth, employment details, address history and salary information
  - Records of any interactions we have with you, for example when you sign up to our newsletter, make an enquiry, request a test drive or purchase a product or service from us
  - Information you provide in response to surveys, competitions or promotions
  - Financial and credit card information when making a purchase or processing finance options
  - Reviews you may provide about our service
  - CCTV footage when you visit our premises
  - Information collected through chatbots and cookies on our website
  - Technical information from your device, including IP address, to enable interaction with our systems
  - Information about your visits to our website, including pages visited and browsing methods
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## Information We Receive About You

- We receive personal information about customers from our manufacturers, relating to customer enquiries, bookings, vehicle recalls and repairs, and complaints.
  - We may also receive customer information from other organisations such as the DVLA, finance companies, vehicle retailers, breakdown companies (e.g. AA, RAC) and online repair booking platforms.
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## How We Use Your Personal Information

We use information held about you in the following ways:

- To manage our relationship with you
  - To carry out our obligations arising from contracts entered into between you and us
  - Responding to enquiries from you
  - For internal record keeping and administration
  - To process payments and, if necessary, collect arrears
  - To monitor, assess and improve the level of customer service we provide
  - To conduct customer satisfaction surveys on our behalf and on behalf of manufacturers
  - For market research and analytical purposes
  - To assist with the prevention and detection of crime or fraud
  - To process and resolve customer complaints
  - To comply with legal obligations and to exercise or defend our legal rights
  - Where you have given consent, for marketing and market research purposes
  - For health and safety purposes
  - To contact you about safety or quality issues relating to your vehicle
  - To remind you about important dates including service or MOT deadlines, safety recalls and finance end dates
  - Telematics data may be accessed to locate lost or stolen courtesy vehicles or to comply with law enforcement requests
  - To notify you about changes to our business or services
  - To understand the effectiveness of our advertising and make relevant recommendations
  - To monitor website visitor numbers, geographic location and engagement levels for business purposes
  - To administer and improve our website and ensure content is presented effectively
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## **What Legal Basis Do We Rely On?**

Data protection law sets out a number of conditions which organisations can rely on to lawfully handle personal information. The conditions we rely on are as follows:

### **Legitimate Interests**

The law permits us to handle your personal information where necessary in our legitimate interests, provided this is not outweighed by your own interests. Many of our processing activities fall into this category – for example, using third-party service providers, monitoring and improving our services, reminding you about service and MOT due dates, and managing test drive requests. We may also rely on this basis to defend our legal rights or manage complaints.

### **Recognised Legitimate Interests**

We may process certain personal data on the basis of recognised legitimate interests, such as preventing or investigating crime, responding to emergency situations, safeguarding vulnerable people, or sharing data with another organisation to fulfil a public task or official function.

### **Consent**

We are permitted to use your personal data when you give us your consent. We will only use your personal data to contact you for direct marketing purposes where you have given us your consent to do so.

### **Performance of a Contract**

Where we have made contractual commitments to you or you have made the same to us – for example, when you have entered into a contract to purchase a vehicle or obtain finance.

### **Required by Law**

We will disclose your personal information if required by law, for example in response to a court order, a request from a law enforcement agency, or where necessary to investigate suspected fraud or illegal activity.

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## **Disclosure of Your Information**

To manage our business effectively and provide our services, we may need to share your personal information with third parties. We will always limit the personal information shared to what is strictly necessary. Before sharing your data with any service provider, we will have a contract in place requiring them to keep it secure and use it only for permitted purposes.

The types of third parties we may share your information with include:

- Service providers, agents, subcontractors and associated organisations – including Garage Services Online (who help power our website) and Pinewood
- The DVLA Driving Licence checker when loaning a vehicle, to verify your driving licence details
- Vehicle manufacturers such as Stellantis – whose privacy policy can be found at [stellantis.com/en/privacy](https://www.stellantis.com/en/privacy)
- Credit reference agencies for the purpose of assessing your credit score
- Finance brokers and lenders for the purpose of providing requested finance
- Debt collection agencies where there is an outstanding debt
- Legal and other professional advisors who support our business
- Insurers
- IT service providers who help us manage our IT infrastructure
- Analytics and search engine providers assisting with site improvement and optimisation
- The police and other law enforcement agencies where required by law
- Prospective buyers or sellers in the event of a business sale or transfer

We will not disclose your personal information to third parties for their own marketing purposes unless we have your consent to do so.

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## **Cookies**

A cookie is a small file placed on your device when you visit a website. Cookies are not programs and cannot harm your computer. You can choose to accept or decline cookies from our website.

We may set certain cookies without requesting your consent, including cookies used solely for statistical analysis, service improvement or functionality enhancement. You may still disable these through your browser settings.

We use cookies to enhance your experience on our website and to help us analyse how visitors are using it. For full details on the cookies we use and the purposes for which we use them, please read our [Cookie Policy](#).

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## **Analytics**

Our website uses Google Analytics tracking technology to help us analyse user behaviour. By using the website, you consent to your information being collected via Google Analytics.

Information about your visit collected by Google Analytics is generally transferred to and stored on a Google server in the USA. Google will use this information to evaluate your use of the site and to compile activity reports. For more information, visit [Google Analytics Support](#).

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## Social Media

If you choose to post comments on this website or via our social media accounts, please note that we cannot accept responsibility for the use or misuse of such data by other individuals who have access to those posts.

We also employ technology to help us identify when you may have encountered us through social media or to send you targeted marketing messages relating to our products.

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## How Long Do We Retain Your Personal Data?

Unless required to do so by law, we do not retain personal data for longer than is necessary for the purposes for which it was originally collected. Our standard retention periods are as follows:

Data Type	Retention Period
Test drive information	3 months from date of test drive
Loan vehicle information	12 months from return of the loan vehicle
Purchased vehicle records	8 years from the date of purchase

We regularly review the personal data we hold and delete anything we no longer need.

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## Where We Store Your Personal Data

We do not routinely transfer your personal data outside of the UK or European Economic Area (EEA). However, data collected from you may be transferred to and stored at a destination outside the EEA by one of our suppliers, including staff involved in order fulfilment, payment processing or the provision of support services.

Where personal information is sent overseas, we will ensure appropriate safeguards are in place to protect it in accordance with UK data protection laws, such as adequacy decisions or contractual protections with recipients.

Please note that transmitting information over the internet is not entirely secure. Any data you send is at your own risk while in transit.

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## Your Rights

You have a number of rights in respect of your personal information. To exercise any of these rights, contact us at [sales@westheath.co.uk](mailto:sales@westheath.co.uk) or by phone on **01252 541294**.

- **Right of access** – You can request a copy of the personal information we hold about you. We may not always be able to provide every piece of information if it concerns other individuals or we have another lawful reason to withhold it.
- **Right to object to marketing** – You can ask us not to process your personal data for marketing purposes at any time. If you have given consent to direct marketing, you may withdraw it at any time by contacting us.
- **Right to erasure** – You can ask us to delete or remove your personal data where there is no good reason for us to continue processing it. Note that specific legal obligations may mean we cannot always fully comply.

- **Right to rectification** – You can ask us to correct inaccurate or incomplete information we hold about you. Please tell us promptly whenever your details change.
- **Right to data portability** – Where we process your data based on consent or a contract, you can ask us to provide your personal data to you or a third party in a structured, commonly used, machine-readable format.
- **Right not to be subject to automated decision-making** – You have the right not to be subject to a decision based solely on automated processing, including profiling, which produces a legal or similarly significant effect on you.

Please be aware that some of these rights only apply in limited circumstances and we may not always be required to comply with every request.

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## Complaints

We take any complaints about our use of personal information very seriously. If you believe we have failed to comply with our data protection obligations, you may raise a complaint with us by:

- Email: [sales@westheath.co.uk](mailto:sales@westheath.co.uk)
- Phone: 01252 541294

We will acknowledge receipt of your complaint within 30 days, investigate your concerns and provide a written response.

If you remain dissatisfied, you have the right to complain to the UK's data protection authority, the Information Commissioner's Office (ICO), at [www.ico.org.uk](http://www.ico.org.uk).

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## Links to Other Websites

Our website may contain links to other websites. We do not accept any responsibility or liability for those external sites. Any information you provide whilst visiting them is not governed by this privacy policy. We recommend reviewing the privacy statement of any third-party website you visit.

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## Changes to Our Privacy Policy

We keep our privacy policy under regular review to ensure it accurately reflects our use of personal information. Any changes will be posted on this page and, where appropriate, notified to you by email. This privacy policy was last updated on 28 April 2026.