

Privacy Policy

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 are registered with the ICO as a data controller for the purposes of the Data Protection Act 2018 and the UK General Data Protection Regulation.

Information we collect about you

When you interact with us, we will process personal information about you. The nature of the personal data we process depends on the nature of our relationship with you, for example if you are a customer, a supplier or are simply visiting our website or submitting an enquiry to us.

Personal data we process may include: -

- Your name and title
- Your contact information such as email address, phone number, address and postcode
- Where provided, information relating to your identity such as your National Insurance Number and/or driving licence details
- A record of your preferred contact method
- Information relating to your vehicle that you may provide when you make an appointment for a vehicle service or MOT
- Records of any interactions we have with you for example when you sign up to our newsletter, make an enquiry, or purchase a product or service from us
- Information you provide in response to any surveys, competitions or promotions we might carry out from time to time
- 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 to enable it to interact with our system including the Internet protocol (IP) address used to connect your computer to the Internet
- Information about your visits to our website including pages visited and methods of browsing

Information we receive about you

- We may receive customer information from other organisations such as the Drivers and Vehicle License Agency (DVLA), finance companies, vehicle retailers, breakdown companies (e.g. AA, RAC) and online repair booking company platforms.

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 any contracts entered into between you and us when you, purchase or book an appointment for a vehicle or for any parts, goods or any other products or services
- 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 and the services we offer
- To conduct customer satisfaction surveys on our behalf
- 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 your consent, we will process personal data for the use of marketing and market research
- 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, specific vehicle notices including safety recalls.
- Telematics data may be accessed and processed to locate lost or stolen courtesy vehicles or to comply with requests from law enforcement agencies
- To notify you about changes to our business or our services
- To understand the effectiveness of our advertising and to make recommendations to you about goods or services that may be of interest to you.
- To monitor the number of visitors to the website, the general geographic location of visitors and engagement levels. We use this data for business information purposes
- To administer and improve our website and to ensure that content from our site is presented in the most effective manner for you and for your device.

What legal basis do we rely on to process your information?

Data protection law sets out a number of conditions which organisations can rely on in order 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 that this isn't outweighed by your interests. Many of the purposes described above for which we handle your personal information, fall into this category as they are essential activities which enable us to run our business effectively. For example, enabling us to use third party service providers, to monitor, review and improve the services we provide to you. We also rely on legitimate interests to remind you about service and MOT due dates

We may, if necessary, also use your information to defend our legal rights or to obtain legal advice and to manage any complaint that you might have. We ensure that your rights and interests are protected when we do this.

Recognised Legitimate interests

We may process certain personal data on the basis of recognised legitimate interests. These interests might include, preventing or investigating crime, responding to an emergency situation, safeguarding vulnerable people or sharing personal information with another organisation so that they may fulfil their 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 if you give 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

Required by law

We will, if required by law, disclose your personal information for example in response to a court order. We will disclose your personal information if requested by a law enforcement agency or where we believe it is necessary to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, non-compliance with our terms and conditions, or as otherwise permitted or required by law and consistent with legal requirements.

Disclosure of your information

To manage our business effectively, and to provide the services we offer to you, we may need to share your personal information with third parties. We will always limit the personal information we share with third parties to that which is necessary to enable them to perform their services or function.

We will ensure that before we share your personal information with a service provider, we have entered into a contract with the service provider which requires them to keep your information secure and only use it for the purposes we permit them to.

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

- Service providers, agents, subcontractors and other associated organisations for the purposes of completing tasks and providing services to you on our behalf. Such service providers include: (Garage Services Online), who help power our website and Pinewood
- When loaning a car we will use the DVLA Driving Licence checker to verify your driving licence details are correct. For this we need your driving licence and national insurance number.
- Debt collection agencies should there be 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 that assist us in the improvement and optimisation of our site.
- Where required by law, we will share your personal information with the police and other law enforcement agencies

- If we sell, transfer or buy any business or assets, we will disclose your personal data to the prospective seller or buyer of such business or assets.

We will not disclose your personal information to third parties to enable them to contact you for marketing purposes unless we have your consent to do so.

Cookies

A cookie is a small file which is 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 cookies through your browser settings.

We use cookies to enhance your experience on our website and to help us analyse data about how visitors are using our website. This helps us to improve our site for our customers. For more detailed information on the cookies we use and the purposes for which we use them please read our [Cookie Policy](#).

Analytics

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

The information about your visit collected by Google Analytics is usually transferred to a Google server in the USA and saved there. Google will use the information to evaluate your use of the application and to compile reports about your activities within this application. You can find more information about what data can be collected via Google Analytics at [Google Analytics Support](#)

Social Media

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

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

For how long do we retain your personal data?

Unless required to do so by law (e.g. for the purposes of preventing fraud or tax evasion), we do not retain personal data for longer than is necessary for the purposes for which we originally collected it.

We keep information gathered for a loan vehicle for 12 months after the return of the loan vehicle and then we will dispose of all records.

We keep information on purchased vehicles for eight years from the date of purchase and then we will dispose of all records.

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

Where we store your personal data

We do not routinely transfer your personal data outside of the UK or European Economic Area ("EEA"). However, the data that we collect from you may be transferred to and stored at a destination outside the European Economic Area ("EEA") by one of our suppliers. It may also be processed by staff operating outside the EEA who work for one of our suppliers. This includes staff engaged in, among other things, the fulfilment of your order, the processing of your payment details and the provision of support services. By submitting your personal data, you agree to this transfer, storing or processing.

If we do send personal information overseas, we will make sure that appropriate safeguards are in place to ensure it is protected in accordance with UK data protection laws, such as ensuring transfers are based on adequacy decisions or putting in place contracts with the recipient containing terms providing adequate protection.

Please note that sending information over the internet is not completely secure and we cannot guarantee the security of your data while it is in transit. Any data you send is at your own risk.

Your rights

You have a number of rights with respect to your personal information which we have explained in more detail below: If you would like more information about any of your rights, please contact us at: sales@westheath.co.uk.

- The right to access information we hold about you and receive a copy of it. We may not be able to provide you with a copy of some of this information if it also concerns other individuals or we have another lawful reason to withhold it. We will not normally charge you for providing you with the information we hold about you.
- The right to ask us not to process your personal data for marketing purposes. We will ask your consent before collecting your data, if we intend to use your data for marketing purposes. If you have given your consent to direct marketing, you may withdraw your consent at any time by contacting us via email at: sales@westheath.co.uk or by phone at: 01252 541294
- The right to request erasure of your personal data. You can ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to request that we delete or remove your personal data where you have successfully exercised your right to object to processing, where we have processed your personal data unlawfully or where we are required to delete your data by operation of law. We may not always be able to completely comply with your request if there are specific legal reasons which require us to retain your data.

- The right to ask us to correct inaccurate or incomplete information we hold about you. We will try to keep your personal information up to date but rely on you telling us promptly if your name, address, telephone number or any other details change.
- The right to transfer your personal data (that you have provided) to you or another party, where we process the personal data based on your consent or because it is necessary for a contract with you. We will provide you or the third party with your personal data in a structured and commonly used machine-readable format.
- The right not to be subject to a decision based solely on automated processing, including profiling, which produces a legal effect or a similarly significant effect on you.

Please be aware that some of these rights only apply in limited circumstances and therefore even if you wish to exercise them, we may not always be required to comply.

- You can exercise any of the above rights at any time by contacting us via email at: sales@westheath.co.uk or by phone at: 01252 541294.

Complaints

You are important to us and so is protecting your personal information. We take any complaints we receive from you about our use of your personal information very seriously and request that you bring any issues to our attention. You have a statutory right to raise a complaint if you are dissatisfied about the way we have handled your personal data. If you believe that we have failed to comply with our obligations under data protection laws, you may submit your complaint by

- email at sales@westheath.co.uk.
- or by phone at: 01252 541294

We will acknowledge receipt of your complaint within 30 days. We will then investigate your concerns, which may involve seeking further information from you. When our investigation has concluded we will provide you with a written response explaining the outcome of your complaint.

If you remain dissatisfied, with our use of your personal data or our or our response to your complaint, then you have the right to complain the UK's data protection authority the Information Commissioner's Office (ICO) at: www.ico.org.uk

Links to other websites

Our website may contain links to other websites of interest. If you follow a link to any of these websites, please note that we do not accept any responsibility or liability for these sites. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Changes to our privacy policy

We keep our privacy policy under regular review to ensure that it properly reflects our use of personal information. Any changes we make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. This privacy policy was last updated on 15th September 2026.