



Southeast Motors

Privacy Statement

Who we are

Southeast Motors is an automotive retail group providing vehicle sales, aftersales, servicing, parts, warranty, repair, finance-introduction and related customer services. For the purposes of UK data protection law, Southeast Motors is a data controller for the personal information described in this privacy statement unless we state otherwise.

This privacy statement explains how we collect, use, share and protect personal information about customers, prospective customers, website visitors, suppliers, business contacts and job applicants. Employee privacy information may be provided separately through internal HR privacy documentation.

If you have any questions about this statement or how we use your personal information, please contact our Group Data Protection Officer at dpo@southeastmotors.com.

How to contact us

Contact route	Details
Data protection contact	Group Data Protection Officer
Email	dpo@southeastmotors.com
Registered Address	Southeast Motors Head Office, Manor Royal, Crawley, RH10 9LW.
Website	https://southeastmotors.com/

What personal information do we collect?

The personal information we collect depends on your relationship with us and the products or services you ask us to provide. This may include:

Category	Examples
Identity and contact details	Name, title, address, email address, telephone number, date of birth and customer reference details.
Vehicle and transaction data	Vehicle interests, vehicle order details, vehicle registration, vehicle identification number, sales records, invoices, warranty records, servicing history, MOT bookings, parts orders and repair records.
Finance and affordability information	Information needed to introduce or administer finance applications, settlement enquiries, proof of identity, proof of address, driving licence information, employment or income-related information where required by finance partners, and related application outcomes.

Category	Examples
Payment information	Payment confirmation details and transaction records.
Communication records	Emails, call notes, enquiry forms, live chat messages, complaints, feedback, surveys and telephone call recordings where call recording is in operation.
Marketing preferences	Your preferences for receiving marketing communications and your interaction with our campaigns.
Website and digital information	IP address, browser/device information, website usage data, online enquiry forms and cookie information where applicable.
CCTV and site security data	CCTV images, footage and related access/security records when you visit sites where CCTV is in operation.
Special category or sensitive information	Health or accessibility information where needed to support your visit, test drive, courtesy car, complaint, employment application or legal obligations. We will only use this where the law allows.
Criminal offence-related information	Information relating to offences or criminal checks only where legally permitted and necessary, for example selected recruitment or regulatory due diligence scenarios.
Recruitment data	CVs, application forms, interview notes, references, right-to-work information and relevant background checks where you apply to work with us.

How we collect personal information

We may collect information directly from you, automatically through our website or telephone systems, and from third parties involved in delivering automotive retail services. Examples include:

- When you visit a dealership, make an enquiry, request a test drive, book a service or MOT, purchase a vehicle, buy parts or accessories, or request a repair.
- When you complete forms on our website, contact us by telephone, email, live chat, social media, post or in person.
- When you apply for finance or ask us to introduce you to a finance provider or broker.
- From vehicle manufacturers, finance providers, brokers, warranty providers, insurers, service plan providers, breakdown/recovery providers and accident management partners.
- From public bodies or regulators where relevant, such as DVLA, DVSA, HMRC, FCA, the police or other legal/regulatory authorities.
- From recruitment agencies, job boards, previous employers and references where you apply to work for us.

Why we use your personal information and our lawful basis

We only use personal information where we have a lawful basis under UK data protection law. The table below sets out typical purposes and lawful bases. More than one lawful basis may apply depending on the circumstances. Where we need personal information to enter into a contract with you or to meet a legal or regulatory requirement (for example, identity and address checks for finance applications), and you choose not to provide it, we may be unable to provide the product or service concerned.

Purpose	Personal information used	Lawful basis	Why this is necessary
Responding to enquiries and providing quotes	Identity and contact details, vehicle interests, enquiry details	Contract steps; legitimate interests	To respond to your request and provide information about vehicles, servicing, parts or related services.
Vehicle sales, orders and handover	Identity/contact details, vehicle/order details, payment and transaction records	Contract; legal obligation; legitimate interests	To process your order, prepare documentation, arrange delivery/handover and maintain business records.
After-sales, servicing, MOT, repairs and warranty	Vehicle data, service history, contact details, repair records, warranty details	Contract; legal obligation; legitimate interests	To provide servicing, repair, warranty and recall support, and to maintain accurate records.
Finance introductions and applications	Identity/contact details, finance application data, proof of identity/address, vehicle and transaction details	Contract steps; legal obligation; legitimate interests; consent where required	To introduce you to finance partners, support regulatory obligations and administer finance-related enquiries. Finance providers may act as separate controllers.
Safety, product recalls and customer care	Contact details, vehicle details, warranty/recall information	Legal obligation; vital interests; legitimate interests	To contact you about safety issues, product recalls, warranty matters or important vehicle updates.
Customer service, complaints and quality monitoring	Communication records, call recordings, complaint details, transaction records	Legitimate interests; legal obligation	To investigate and respond to queries or complaints and improve service quality.
Marketing and customer communications	Contact details, vehicle details, preferences and interaction history	Consent; legitimate interests where permitted by law	To send relevant offers, news and service reminders, and to manage opt-ins and opt-outs.
CCTV and site security	CCTV images and footage	Legitimate interests; legal obligation	To protect customers, staff, vehicles, premises and property, and to assist with incident investigation.
Fraud prevention and regulatory compliance	Identity, transaction, finance, payment and vehicle data	Legal obligation; legitimate interests	To prevent fraud, comply with FCA, HMRC and other regulatory requirements, and



Purpose	Personal information used	Lawful basis	Why this is necessary
			respond to lawful requests.
Supplier and business contact management	Business contact details, contracts, communications and payment records	Contract; legitimate interests; legal obligation	To manage supplier relationships, procurement, contracts, payments and business administration.
Recruitment	Application data, CV, interview records, right-to-work evidence and references	Contract steps; legal obligation; legitimate interests; consent where required	To assess your application, pre-employment checks and meet legal hiring obligations.

Special category and criminal offence information

We will only use special category information, such as health or accessibility information, where this is necessary and legally permitted. This may include supporting your visit to our premises, arranging reasonable adjustments, dealing with an incident, managing a complaint, assessing a job application, or meeting employment, insurance, safeguarding or legal obligations.

We will only use criminal offence-related information where the law permits this and where it is necessary for the purpose concerned, for example recruitment checks for particular roles or regulatory due diligence.

Marketing and your choices

We may use your contact details and vehicle-related information to send you relevant communications about our products and services, such as vehicle sales, aftersales, servicing, MOT reminders, warranty, service plans, events and offers.

Where consent is required, we will ask for your permission. In other cases, we may rely on legitimate interests where permitted by law and where your rights do not override those interests. You can change your marketing preferences or opt out at any time by using the unsubscribe option in our communications or by contacting dpo@southeastmotors.com.

If you opt out of marketing, we may keep a suppression record so we can respect your preference. You may still receive service, safety, transactional or regulatory communications where those communications are not marketing.

Who we share personal information with

We may share personal information where necessary to provide products and services, comply with law, protect our business, or support customers. We only share information that is relevant for the purpose. Categories of recipients may include:

Recipient category	Typical reason for sharing
Vehicle manufacturers and authorised repair networks	Vehicle ordering, warranty, servicing, recalls, technical support, customer surveys and complaint handling.

Recipient category	Typical reason for sharing
Finance providers, brokers and credit reference agencies	Finance applications, affordability checks, credit decisions, settlement enquiries and finance administration.
Warranty, service plan, insurance and breakdown providers	Product administration, repairs, claims, service plans, courtesy vehicles and customer support.
DVLA, DVSA, HMRC, FCA, police, courts and regulators	Legal, tax, regulatory, road safety, enforcement and audit requirements.
IT, CRM, DMS, website, call recording, analytics and marketing suppliers	Hosting, data storage, system support, customer relationship management, communications, website operation and reporting.
Professional advisers and auditors	Legal advice, accounting, audit, insurance, compliance and dispute resolution.
Group companies and potential business purchasers	Business administration, restructuring, sale or transfer of part of the business, subject to appropriate safeguards.
Recruitment and HR service providers	Recruitment administration, job board processing, references and background checks where applicable.

Finance providers and other independent controllers

Some third parties, such as finance providers, manufacturers, insurers or regulators, may act as independent data controllers. This means they are responsible for how they use your personal information once it has been shared with them or collected by them. Where appropriate, you should read their own privacy notices.

We do not make decisions about you based solely on automated processing which produce legal or similarly significant effects. Finance providers may use automated credit-scoring when assessing finance applications; their own privacy notices explain how this works and the rights you have in relation to it.

International transfers

We use suppliers and systems that are required to provide appropriate protection for personal information. Some technology, hosting, support or cloud service providers may access or process data outside the UK or European Economic Area. Where this occurs, we will ensure the transfer is protected by appropriate safeguards, such as UK adequacy regulations or approved contractual safeguards (including the UK International Data Transfer Agreement or Addendum), or another lawful transfer mechanism.

How long we keep personal information

We keep personal information only for as long as necessary for the purpose for which it was collected, including to meet legal, regulatory, tax, warranty, audit, complaint-handling and business record requirements. Retention periods may vary depending on the type of record and the purpose.

Record type	Indicative retention period	Reason
Deal files	7 years	Legal, HMRC and FCA-related record keeping.
Job cards / aftersales records	7 years	HMRC, warranty audit and service record requirements.
Customer enquiry forms	90 days	Appropriate period following an enquiry unless converted to a longer-term customer record.
Finance proposal forms	No longer than necessary once keyed/submitted	Manual finance proposal records are securely destroyed once entered into the relevant system, unless there is a separate legal or regulatory reason to retain.
Finance documentation/proofs	Deleted after upload to the approved compliance system unless required otherwise	Used for FCA audit and finance compliance purposes.
Driving licence copies	Deleted once used for finance payout or insurance/courtesy car purposes	Regulatory due diligence, road risk and insurance purposes.
DMS live customer profile	7 years	Appropriate live customer profile period aligned to HMRC and other legal requirements.
Reception logs	90 days	Short-term enquiry and visitor/customer handling.
Phone recordings	1 year	Complaint handling and training purposes.
Marketing campaign exports	Internal: 90 days; external: end of campaign	Campaign administration and data minimisation.
CCTV Footage	30 Days unless needed for longer in connection with an incident, compliant matter	Security and review of on-site incidents

How we protect personal information

We use technical and organisational measures designed to protect personal information against unauthorised access, loss, misuse, alteration or disclosure. These measures may include access controls, secure systems, approved storage locations, staff training, supplier due diligence, secure disposal, CCTV controls, and restrictions on the use of non-approved personal or cloud systems for company data.

We dispose of personal information securely when it is no longer needed, and our staff are trained to report any data protection concerns or potential breaches to the Group Data Protection Officer.

Your data protection rights

Subject to certain conditions and exemptions, you may have the following rights:

Right	What it means
Right to be informed	To be told how we collect and use your personal information.
Right of access	To request a copy of personal information we hold about you.
Right to rectification	To ask us to correct incomplete or inaccurate information.
Right to erasure	To ask us to delete personal information in certain circumstances.
Right to restrict processing	To ask us to limit how we use your personal information in certain circumstances.
Right to data portability	To receive certain information in a structured, commonly used and machine-readable format where this right applies.
Right to object	To object to certain processing, including direct marketing.
Rights relating to automated decision-making and profiling	To ask for safeguards where decisions are made solely by automated means and have legal or similarly significant effects.
Right to withdraw consent	Where we rely on consent, you may withdraw it at any time. This will not affect processing already carried out before withdrawal.

To exercise your rights, please contact dpo@southeastmotors.com. We may need to verify your identity before responding to a request.

Complaints

If you have a concern about how we use your personal information, please contact us first so we can investigate and respond. You can contact the Group Data Protection Officer at dpo@southeastmotors.com.

You also have the right to contact the UK Information Commissioner's Office. Details are available at ico.org.uk.

Cookies and website tracking

Our website may use cookies and similar technologies to operate the site, understand how it is used, improve performance and support marketing or analytics. Where required, we will ask for your consent before setting non-essential cookies, and you can change your cookie settings at any time. Further information about the cookies we use is available on our website.



Changes to this privacy statement

We may update this privacy statement from time to time. The latest version should be made available on our website and, where appropriate, we may notify you of significant changes.