



# WHEEL EASY

wheeleasyLtd.co.uk

## PRIVACY POLICY - WHEEL EASY LTD

### 1. Who We Are

Wheel Easy Ltd ("we", "us", "our") is the data controller for the purposes of UK GDPR and the Data Protection Act 2018.

Company Number: 15172501

Address: Unit 17-20 Riverbank Court

Email: [wheeleasyLtd@gmail.com](mailto:wheeleasyLtd@gmail.com)

Phone: 07590385776

### 2. What Information We Collect

We may collect and process the following personal data:

**Identity & Contact Data:** Name, address, date of birth, phone number, email address, driving licence details, photograph from ID.

**Financial Data:** Bank details, payment card details (processed securely via our payment provider, we do not store full card numbers), finance application information, credit search results, income and employment information if you apply for finance.

**Vehicle Data:** Details of the vehicle you are buying, part-exchange vehicle details including V5C, MOT history, service history, mileage, HPI and finance settlement information, vehicle registration number (VRM).

**Transaction Data:** Sales invoices, order forms, deposits paid, warranty information.

**Compliance Data:** Information required for anti-money laundering (AML) checks, proof of address, fraud prevention checks.

**Communications Data:** Emails, call recordings, messages, and any correspondence with us.

**Website & Technical Data:** IP address, browser type, how you use our website. We use essential cookies only unless you consent to others.

### 3. How We Collect Your Data

We collect data directly from you when you enquire, reserve a vehicle, part-exchange, apply for finance, or visit our premises. We also receive data from third parties such as finance lenders, warranty companies, HPI / vehicle history providers, DVLA, and credit reference agencies.

### 4. How We Use Your Data & Lawful Basis

| Purpose                                                                                       | Lawful Basis                                                             |
|-----------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|
| To process your enquiry, reserve a vehicle, and complete a sale                               | Contract - necessary to perform the contract                             |
| To arrange finance for you                                                                    | Contract & Legitimate Interest - with your consent to share with lenders |
| To value and process your part-exchange and settle outstanding finance                        | Contract                                                                 |
| To register your vehicle ownership and warranty                                               | Contract & Legal Obligation                                              |
| To carry out AML, identity, fraud and credit checks                                           | Legal Obligation & Legitimate Interest                                   |
| To manage payment and prevent fraud (bank transfer, card payments)                            | Contract & Legal Obligation                                              |
| To contact you about fines, PCNs, speeding, parking or congestion charges received after sale | Legitimate Interest - we remain liable as keeper until DVLA updated      |
| To provide after-sales, warranty claims and complaints handling                               | Contract & Legal Obligation                                              |
| To comply with HMRC, VAT, accounting and legal obligations                                    | Legal Obligation                                                         |
| To send marketing about similar vehicles/services (only if you opt-in)                        | Consent - you can opt out anytime                                        |

### 5. Who We Share Your Data With

We will only share your data where necessary:



# WHEEL EASY

wheeleasyLtd.co.uk

Finance Lenders & Brokers: If you apply for finance.

Warranty Companies: To register and administer your warranty.

DVLA & Government Bodies: For vehicle registration, MOT, and legal enquiries.

HPI, Experian, Equifax, and Vehicle History Providers: For vehicle checks, finance settlement, and AML/ID checks.

Payment Processors: Banks and card payment providers.

Professional Advisers: Accountants, insurers, solicitors, IT providers.

Debt Collection & Legal Enforcement: If you fail to pay sums due.

Local Authorities & Parking Companies: If we receive a penalty, fine or charge notice for a vehicle registered to you, we will provide your details as the person liable.

We do not sell your data.

## 6. International Transfers

We do not transfer your personal data outside the UK. If we do in future, we will ensure appropriate safeguards are in place.

## 7. Data Retention

We retain your data only as long as necessary:

Sales invoices, finance and VAT records: 6 years as required by HMRC.

AML and identity verification documents: 5 years from end of business relationship as required by law.

Finance application data: 6 years.

Enquiries that do not proceed to a sale: 12 months.

Fines/PCN correspondence: 2 years.

CCTV at our premises (if applicable): 30 days.

## 8. Your Rights

Under UK GDPR you have the right to:



# WHEEL EASY

wheeleasyLtd.co.uk

- Access your personal data
- Correct inaccurate data
- Request erasure (where there is no legal reason to keep it)
- Object to processing based on legitimate interest
- Restrict processing
- Data portability
- Withdraw consent for marketing at any time
- Lodge a complaint with the ICO

To exercise any right, contact us at [wheeleasyLtd@gmail.com](mailto:wheeleasyLtd@gmail.com). We will respond within one month.

You have the right to lodge a complaint with the Information Commissioner's Office (ICO) at [www.ico.org.uk](http://www.ico.org.uk)

## 9. Security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way. Access is limited to employees who need to know.

## 10. Cookies

Our website may use essential cookies to make the site work. Non-essential cookies (e.g. analytics) will only be used with your consent via our cookie banner.

## 11. Marketing

We will only send you marketing if you have opted in. You can opt out at any time by emailing [wheeleasyLtd@gmail.com](mailto:wheeleasyLtd@gmail.com) or clicking unsubscribe in any marketing email.



# WHEEL EASY

[wheeleasyLtd.co.uk](http://wheeleasyLtd.co.uk)

## 12. Changes to This Policy

We may update this policy from time to time. The latest version will always be on our website.