



PRIVACY POLICY

Dealerforecourt Privacy Notice (Last updated: February 2026)

Who we are Dealerforecourt is operated by Dealer Forecourt Ltd, a company registered in England and Wales (company number [insert your company number, e.g., 10516714 if applicable]). Our registered office is at [insert address, e.g., 24 Gilfach Y Gog, Penygroes, Llanelli, Carmarthenshire SA14 7RJ].

In this notice, “we”, “us” or “our” means Dealer Forecourt Ltd. We are the data controller for the personal information we collect through www.dealerforecourt.com (the “Website”) and related services.

We take your privacy seriously. This notice explains in plain English how we collect, use, share and protect your personal information when you use our Website as a private advertiser, trade advertiser, buyer, visitor or in any other way. It complies with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

If you have any questions, contact us at enquiries@dealerforecourt.com or write to the address above.

What personal information we collect We collect different types of information depending on how you use the Website:

- **From advertisers (private individuals and motor traders/dealers):** When you register and place adverts, we collect:
 - Your name, address, email address and phone number.
 - Company name, trading name, company registration number and other business details (for trade advertisers).
 - Payment information (credit/debit card details or bank details) to process billing – we use a secure third-party payment provider and do not store full card details ourselves.
 - Vehicle details you provide in adverts (which may include registration numbers or other info that could identify you or others indirectly).
 - Any messages or communications you send through our platform.
- **From buyers or visitors:** When you browse, search, contact advertisers or use features like saved searches or messaging:
 - Contact details if you send messages or enquiries.
 - Technical data like IP address, browser type, device information, pages visited and time spent on the site.
- **Automatically collected:** We use cookies and similar technologies to collect usage data (see our separate Cookie Policy for details).

We do not collect special category data (e.g., health or ethnicity information) unless you voluntarily include it in an advert – please do not do this.



How we collect your information

- Directly from you when you register, place an advert, make a payment, contact us or use our messaging service.
- Automatically through your device/browser (e.g., cookies, logs).
- From third parties in limited cases (e.g., payment providers confirm successful transactions; fraud prevention services).

Why we use your information (purposes and legal basis) We only use your information for clear reasons and where we have a legal basis under UK law:

Purpose	Examples	Legal basis
Provide and improve the Website and advertising service	Process registrations, publish adverts, display searches, run the platform	Contract (necessary to provide the service you request)
Process payments and billing	Charge for trade advertising packages or any private fees	Contract (to fulfil payment for services)
Communicate with you	Send confirmation emails, account updates, service messages	Contract (to manage our relationship) or legitimate interests (efficient service delivery)
Prevent fraud, abuse or illegal activity	Verify identities, check for fake adverts, comply with law	Legitimate interests (protect our business and users) + legal obligation
Marketing (with consent where required)	Send optional newsletters or promotions about our services	Consent (you can opt out anytime) or legitimate interests (for similar services)
Analyse usage and improve the site	See how people use the Website to make it better	Legitimate interests (business improvement)
Comply with legal obligations	Respond to law enforcement requests, keep records	Legal obligation



We always balance our legitimate interests against your rights and freedoms. You can ask us for more details on this balance.

Who we share your information with We may share your information in these situations:

- With our service providers (e.g., payment processors, hosting companies, IT support, fraud detection tools) who help run the Website – they must protect your data and only use it for our instructions.
- With advertisers you contact (e.g., if you message a seller, we pass relevant contact details).
- If required by law (e.g., to police, courts or regulators like the ICO).
- In the event of a business sale or merger (your data may transfer to new owners under similar protections).
- We do not sell your personal data to third parties for their marketing.

International transfers We mainly keep data in the UK or EEA. If we need to send data outside (e.g., to some cloud providers), we use appropriate safeguards like UK-approved contracts or adequacy decisions to protect it.

How long we keep your information We keep your data only as long as needed:

- Active adverts and accounts: While your advert runs plus a reasonable period after (e.g., for disputes).
- Payment records: 6–7 years for tax and accounting laws.
- Inactive accounts: We may delete or anonymise after 2–3 years of inactivity.
- Legal claims: Longer if needed to defend claims.

After that, we securely delete or anonymise it.

Your rights Under UK data protection law, you have rights over your personal information:

- Access: Ask for a copy of your data.
- Correction: Fix inaccurate or incomplete data.
- Deletion: Ask us to erase it (in certain cases).
- Restriction: Limit how we use it (e.g., while we check accuracy).
- Objection: Stop us using it for legitimate interests or direct marketing.
- Portability: Get your data in a machine-readable format (where technically possible).
- Withdraw consent: If we rely on consent.

To exercise any right, email enquiries@dealerforecourt.com. We usually respond within one month (free of charge unless requests are excessive).

You can also complain to the Information Commissioner's Office (ICO) at ico.org.uk or 0303 123 1113.

Security We use reasonable technical and organisational measures to protect your data from loss, misuse or unauthorised access (e.g., encryption for payments, secure servers). However, no system is 100% secure – contact us immediately if you suspect a breach.

Children Our Website is not for children under 16. We do not knowingly collect data from under-16s.



Changes to this notice We may update this notice. Check back regularly – significant changes will be highlighted on the Website.

Contact us For privacy questions: enquiries@dealerforecourt.com Or write to: Dealer Forecourt Ltd, [insert address].

Thank you for trusting us with your information.