



Here are the rewritten **Terms and Conditions for Private Advertisers** on Dealerforecourt.com.

These apply if you are a private individual (not a business, trader, or dealer) advertising your own vehicles for sale, such as cars, motorhomes, vans, or caravans.

We have written them in plain, simple English while keeping the meaning accurate and staying under English law (the laws of England and Wales).

### **Advertising Terms and Conditions for Private Sellers**

**Please read these carefully.** These rules apply to the advertising service we provide to you as a private seller.

By placing an advert as a private seller, you agree to these terms. If you do not agree, do not advertise.

We can change these terms at any time. We will post the updated version on the website. If you keep advertising after changes are made, you accept the new terms.

In these terms:

- “We”, “us”, or “our” means Dealerforecourt Limited (trading as Dealerforecourt).
- “Dealerforecourt” or “the website” means [www.dealerforecourt.com](http://www.dealerforecourt.com) and any related sites or services we run.

These terms cover every advert you place, renew, or change until it ends or is updated.

### **Our Agreement with You**

These terms set out the rules for us providing the advertising platform and services to you as a private seller.

By placing an advert, you agree to these terms.

Each advert you place creates a separate contract between you and us, based on these terms.

### **Trade Sellers (Not Allowed as Private)**

These terms are only for **private sellers**.

If you are a trader, dealer, or selling in the course of a business (even occasionally or for someone else), you must use a dealer/trader account. You are **not** allowed to advertise as a private seller or



pretend to be one.

Under the Consumer Protection from Unfair Trading Regulations 2008, business sellers must clearly say they are selling as a business. Failing to do so is an offence and you could be prosecuted.

We can remove any advert we reasonably believe is from a trader posing as private. In that case, you get no refund, and we may charge you an administration fee of £195 + VAT.

### **Placing an Advert as a Private Seller**

When you register, you get a username and password. Keep them secure – we are not responsible if someone else uses your account because you did not protect them (unless it is due to our negligence).

Your registration details must be true, accurate, and complete. Do not register using someone else's name or an offensive username. We handle your personal information according to our Privacy Policy (see the website).

### **We do not accept adverts for vehicles that are Cat A, Cat B, Cat N, or Cat S write-offs.**

We aim to review and publish online adverts within 24 hours, but we cannot guarantee exact times.

Your advert may appear on our website (desktop, mobile, tablet) and on our social media channels.

Once we accept and publish your advert, we send a confirmation email. The contract starts then. If we reject it before publishing, you pay nothing.

If you remove your advert early (before the paid period ends), no refund is given.

### **Advert Content Rules**

Each advert is for **one vehicle only**. If you have more vehicles, place separate adverts. We allow only one advert per vehicle at a time.

We may allow photos and videos (in formats we decide). We can choose not to include them or remove them if we think they are unsuitable.

You are responsible for uploading any photos/videos and their quality.

All content (text, photos, videos, etc.) must:

- Show only one vehicle.
- Be accurate and honest about the vehicle (including description, condition, mileage, price, etc.).
- Follow all laws and rules.
- Not use someone else's intellectual property without permission (e.g., copyrighted images).
- Not be defamatory, offensive, obscene, threatening, hateful, racist, discriminatory,



- pornographic, violent, or promote illegal acts/terrorism.
- Not include personal details of others that could identify them.
- Not pretend to be someone else.
- Not contain spam, irrelevant text, non-English language, or links to other sites (except your own website if relevant to the sale).
- Not advertise other goods/services or drive traffic elsewhere (except for the vehicle sale).

We may check content to make sure it follows these rules. We can refuse, remove, or edit photos/videos or the whole advert if it breaks them.

You can edit your advert through your account.

You promise that:

- You live in the UK.
- You are selling privately (not as a business).
- You own the vehicle and have the right to sell it.
- It is not a hidden write-off.
- All details (including mileage and price) are true and accurate.
- You will not act fraudulently and will hand over the vehicle if sold lawfully.
- Everything you provide is legal, honest, accurate, and follows advertising rules (including ASA codes).
- Publishing it does not break any laws, rights, or harm our reputation.
- You will not upload viruses or harmful files.

If you mark the vehicle as “Sold” anywhere in the advert, we will remove it automatically.

### **Our Rights and Responsibilities**

We provide the service with reasonable care and skill, but the site cannot be guaranteed 100% available, error-free, or virus-free at all times.

We may do maintenance with minimal disruption. We try to fix reported issues quickly (up to 72 hours).

You are fully responsible for your advert content. If it causes us loss or costs (e.g., due to false or illegal info), you must cover them.

We can refuse, edit, classify, or remove any advert at any time (e.g., to follow laws, respond to complaints, fix errors, or for quality/technical reasons). We will try to contact you where possible.

We can remove any content we think is unlawful or breaks these terms.

### **Charges and Payment**

Prices depend on the package you choose (all include VAT – see the site for current rates).

We can change prices anytime, but changes do not affect adverts already placed.



You must pay in full online before publication (via our secure payment provider using Visa, Mastercard, or Maestro – UK-registered cards only). We take care with security but are not liable for payment issues.

### **Intellectual Property**

You give us a permanent, free licence to use anything you upload (text, photos, videos, etc.) for our purposes. You confirm no one will claim moral rights against us.

Any changes or new content we create for your advert belongs to us.

### **Ending the Contract**

We can end the contract and remove your advert at any time. If we do (not for your breach), we refund the unused part of the paid period.

We can immediately suspend or end it and remove the advert (no refund) if:

- You break these terms.
- We reasonably believe you are a trader posing as private.
- You abuse our staff or we get serious complaints about your conduct.
- You misuse bargain rates (e.g., price above limit or change to multiple vehicles).
- Law enforcement or authorities tell us to remove it.

### **Your Right to Cancel**

Our service is instant and customised – once your advert goes live, we have fully performed it. This means you lose the usual 14-day consumer cancellation right under law, and you get no refund if you remove the advert.

You can remove your advert anytime (e.g., if sold), but no refund unless we seriously breach the contract.

### **Liability**

We are not excluded from liability for death/personal injury due to our negligence, fraud, or anything law says we cannot limit.

We are responsible for foreseeable losses caused by our breach or negligence. We are not responsible for unforeseeable losses or anything not caused by us.

We are not liable for:

- Viruses, hacks, or tech issues affecting the site or your equipment.
- Whether your vehicle sells or at what price – we only provide the platform.
- Accuracy of third-party write-off checks (your responsibility to review).
- The actual sale contract with a buyer – we have no involvement or liability.
- Buyer questions/complaints – that is your responsibility.



- Delays or failures due to events beyond our control (e.g., strikes, floods, cyber attacks).

If there is an error in your advert, we may fix it or adjust/refund charges at our discretion (no action if the error is minor or your fault).

Your legal rights are not affected – contact Citizens Advice or Trading Standards for help.

### **Data Protection and Security**

We take security seriously and give advice on the site for safe selling.

By advertising, you agree your advert (and its details) can be seen worldwide online.

We collect and process your personal data (e.g., name, contact) as per our Privacy Policy (on the website – read it). This may include fraud prevention, police help, or legal compliance.

### **About Us and Contact**

Dealerforecourt is a trading name of Dealerforecourt Limited, a company registered in England and Wales (company number 10516714). Registered office: 24 Gilfach Y Gog, Penygroes, Llanelli, Carmarthenshire SA14 7RJ. VAT number: 259 0537 88. Data Protection No: ZA793908.

Email: [enquiries@dealerforecourt.com](mailto:enquiries@dealerforecourt.com) Phone: 01269 492802 (check the website for opening hours).

We may contact you by email or post using details you gave us.

### **General**

We can transfer our rights/obligations to someone else (we will tell you in writing).

If any part of these terms is invalid, the rest still applies.

If we do not enforce a rule straight away, it does not mean we give up our rights. Waivers must be in writing.

No one else has rights to enforce these terms.

These terms are governed by English law. Disputes go to the courts of England and Wales (or Northern Ireland/Scotland if you live there, but English law applies).

Last updated: February 2026

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