

Data Privacy Notice

S & R MOTORS (STRATTON) LIMITED

Company number: 08122152

Registered office: 43-45 Devizes Road, Swindon, Wiltshire, United Kingdom, SN1 4BG

Website: www.srmotorgroup.co.uk

1. Introduction

S & R MOTORS (STRATTON) LIMITED (“we”, “us” or “our”) respects your privacy and is committed to protecting your personal data. This privacy notice explains how we collect, use, and safeguard the personal information you provide when using our website, purchasing vehicles or services, or contacting us.

2. Data Controller

The data controller responsible for your personal information is:

S & R MOTORS (STRATTON) LIMITED

Kennedy Drive, Swindon, Wiltshire, SN3 3SB

Email: srmotorgroup@hotmail.co.uk

Phone: 01793 422228

3. Information We Collect

We may collect and process the following personal data:

- Contact details such as your name, address, phone number, and email address.
 - Vehicle information including registration numbers and preferences.
 - Financial details if you apply for vehicle finance or insurance through us.
 - Records of communications and interactions with you, including phone calls and emails.
 - Website usage data such as IP addresses and browsing behaviour (collected via cookies).
-

4. How We Use Your Information

We use your personal data to:

- Provide you with vehicle sales, finance, insurance, and aftersales services.
 - Process your vehicle purchase and related contracts.
 - Manage your finance and insurance applications.
 - Respond to your enquiries and provide customer support.
 - Comply with legal and regulatory obligations. Improve our services and website experience. Send you marketing communications where you have consented to receive them.
-

5. Legal Basis for Processing

We process your personal data on the following grounds:

- To perform a contract with you or take steps prior to entering a contract.
 - To comply with legal obligations applicable to us.
 - With your consent, for marketing and promotional purposes.
 - For our legitimate business interests, such as improving services and preventing fraud.
-

6. Sharing Your Information

We may share your personal data with:

- Third-party finance providers and insurers for the purpose of arranging finance and insurance.
- Service providers who support our business operations (e.g., IT, marketing, and customer service).
- Regulatory bodies, law enforcement, or authorities where required by law.
- Other companies within the SR Motor Group for operational and administrative purposes.

We ensure that any third parties processing your data do so in accordance with data protection laws.

7. Data Security

We take appropriate technical and organisational measures to protect your personal data from unauthorised access, alteration, disclosure, or destruction.

8. Data Retention

We will retain your personal data only as long as necessary to fulfil the purposes for which it was collected, including any legal, accounting, or reporting requirements.

9. Your Rights

Under data protection laws, you have rights regarding your personal data, including:

- The right to access the data we hold about you.
- The right to request correction or deletion of inaccurate or incomplete data.
- The right to object to or restrict certain types of processing.
- The right to withdraw consent at any time where processing is based on consent.
- The right to data portability, where applicable.

To exercise your rights, please contact us using the details above.

10. Cookies and Tracking Technologies

Our website uses cookies to enhance your browsing experience. You can control or disable cookies through your browser settings, but this may affect website functionality.

11. Changes to This Privacy Notice

We may update this notice periodically to reflect changes in our practices or legal requirements. The latest version will always be available on our website.

12. Contact Us

If you have any questions about this privacy notice or how we handle your personal data, please contact our Data Protection Officer at:

S & R MOTORS (STRATTON) LIMITED
Kennedy Drive, Swindon, Wiltshire, SN3 3SB
Email: srmotorgroup@hotmail.co.uk
Phone: 01793 422228