

## **Privacy Policy**

### **Introduction**

Newtons Mercedes ("we", "us", "our") is committed to protecting your privacy and ensuring your personal information is handled securely and transparently.

This Privacy Policy explains how we collect, use, store and protect your personal information when you visit our website, contact us, enquire about our services, purchase a vehicle, book servicing or repairs, or otherwise interact with our business.

We process personal data in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and the Data (Use and Access) Act 2025.

### **Who We Are**

Newtons Mercedes  
UNIT R4, Riverside Industrial Estate  
Bridge Road  
Wick  
Littlehampton  
West Sussex  
BN17 5DF

Telephone: 01243 787733

Email: [info@newtonsmersedes.co.uk](mailto:info@newtonsmersedes.co.uk)

Website: [newtonsmersedes.co.uk](http://newtonsmersedes.co.uk)

For the purposes of data protection legislation, Newtons Mercedes is the Data Controller responsible for your personal information.

### **Information We Collect**

Name, email address, telephone number, postal address, vehicle registration details, vehicle make, model and service history, details relating to vehicle purchases or repairs, information submitted through contact forms, communications sent via email, telephone or social media, marketing preferences, website usage information, IP address and browser information.

### **How We Collect Information**

We collect information when you complete an enquiry form, contact us, request a quotation, purchase a vehicle, arrange servicing or repairs, subscribe to marketing communications or visit our website.

### **How We Use Your Information**

We may use your information to respond to enquiries, provide quotations, arrange vehicle sales, carry out servicing and repairs, maintain customer records, improve our services, meet legal obligations, prevent fraud and send marketing communications where permitted by law.

### **Lawful Basis For Processing**

Performance of a contract, compliance with a legal obligation, legitimate business interests and consent where required.

### **Marketing Communications**

Where you have given consent, we may send information regarding vehicle sales, servicing offers, promotions and company news. You may withdraw consent at any time.

### **Sharing Your Information**

We do not sell personal information. We may share information with payment service providers, professional advisers, website hosting providers, IT support providers and government or regulatory authorities where legally required.

**Data Security**

We take appropriate technical and organisational measures to safeguard personal information against unauthorised access, accidental loss, alteration, disclosure and misuse.

**Data Retention**

Customer and vehicle service records may be retained for up to 7 years. Enquiry form submissions may be retained for up to 24 months. Financial records may be retained for up to 7 years in accordance with HMRC requirements.

**Your Rights**

You have the right to request access, correction, deletion, restriction, objection and transfer of your personal information where applicable.

**Cookies**

Our website uses cookies and similar technologies to improve functionality, website performance and user experience. You can manage cookie preferences through your browser settings.

**Data Protection Complaints Procedure**

If you have concerns regarding how Newtons Mercedes has handled your personal information, you have the right to make a complaint directly to us.

Email: [info@newtonsmersedes.co.uk](mailto:info@newtonsmersedes.co.uk)

Telephone: 01243 787733

Post:

Newtons Mercedes  
UNIT R4, Riverside Industrial Estate  
Bridge Road  
Wick  
Littlehampton  
West Sussex  
BN17 5DF

Upon receiving a complaint, we will acknowledge receipt within 30 days, investigate without undue delay, request additional information where necessary, keep records of the complaint and actions taken, and inform you of the outcome as soon as reasonably possible.

**Right To Escalate A Complaint**

If you remain dissatisfied following our response, you have the right to raise your concerns with the Information Commissioner's Office (ICO).

ICO Website: <https://ico.org.uk>

Telephone: 0303 123 1113

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

**Third Party Websites**

Our website may contain links to external websites. We are not responsible for the privacy practices or content of third party websites and recommend reviewing their privacy policies separately.

**Changes To This Policy**

We may update this Privacy Policy from time to time to reflect changes in legislation, regulatory guidance or business operations.