

Privacy Policy

Last updated: April 2026

This Privacy Policy explains how S & B Motors (London) Limited (“we”, “us”, or “our”) collects, uses, and protects your personal data when you use our website (www.s-b-motors.co.uk) or use our services.

We are committed to protecting your privacy and handling your data in a transparent and secure manner in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

1. Who We Are

S & B Motors (London) Limited is an independent motor vehicle service and repair centre based in the United Kingdom.

If you have any questions about this policy or your data, you can contact us at:

Email: [INSERT EMAIL ADDRESS]

Telephone: [INSERT PHONE NUMBER]

Address: [INSERT REGISTERED ADDRESS]

2. What Personal Data We Collect

We may collect and process the following types of personal data:

a) Contact Information

- Name
- Address
- Email address
- Telephone number

b) Vehicle Information

- Vehicle registration number
- Vehicle make, model, and service history

c) Service & Transaction Data

- Details of work carried out
- Booking and appointment records

- Payment information (processed securely via third-party providers)

d) Website Usage Data

- IP address
 - Browser type
 - Pages visited
 - Cookies (see section 8)
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3. How We Use Your Data

We use your personal data to:

- Provide vehicle servicing, MOT testing, and repairs
 - Manage bookings and communicate with you
 - Maintain service records for your vehicle
 - Process payments and invoices
 - Respond to enquiries
 - Improve our services and customer experience
 - Comply with legal and regulatory obligations
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4. Legal Basis for Processing

We process your data under the following legal bases:

- **Contractual obligation** – to provide the services you request
 - **Legal obligation** – for compliance with laws (e.g. MOT and tax records)
 - **Legitimate interests** – to operate and improve our business
 - **Consent** – where required (e.g. marketing communications)
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5. How We Store and Protect Your Data

We take appropriate technical and organisational measures to protect your personal data, including:

- Secure IT systems and password protection

- Restricted access to authorised personnel only
 - Secure storage of physical records
 - Use of trusted third-party systems (e.g. garage management software)
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6. Data Sharing

We may share your data with:

- Payment providers
- IT and software providers
- Parts suppliers (where necessary for repairs)
- Regulatory authorities (e.g. DVSA, where required)

We do **not** sell your personal data to third parties.

7. Data Retention

We retain your personal data only as long as necessary, including:

- Service and vehicle records: typically up to 6 years
 - Financial records: as required by HMRC
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8. Cookies

Our website may use cookies to improve your browsing experience.

Cookies help us:

- Understand how visitors use our website
- Improve functionality and performance

You can control cookies through your browser settings.

9. Your Rights

Under UK GDPR, you have the right to:

- Access your personal data
- Request correction of inaccurate data

- Request deletion of your data (where applicable)
- Restrict or object to processing
- Data portability
- Withdraw consent at any time

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

10. Complaints

If you are not satisfied with how we handle your data, you have the right to lodge a complaint with the Information Commissioner's Office (ICO):

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

11. Changes to This Policy

We may update this policy from time to time. Any changes will be posted on this page with an updated revision date.

12. Contact Us

If you have any questions about this Privacy Policy or your personal data, please contact us:

S & B Motors (London) Limited
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info@s-b-motors.co.uk
02089523560