

About This Privacy Notice

This Privacy Notice explains how Greenhous Group Holdings Limited (GGH Ltd) and its associated brands and distributors (collectively referred to as "Greenhous", "we", "us", or "our") collect, use, share, and protect your personal data. It applies to all individuals who interact with us, including when you visit our websites, showrooms, contact us, purchase a vehicle, subscribe to services, apply for finance, or engage with our marketing.

GGH Ltd is committed to protecting your privacy and complying with our obligations under the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and other applicable laws. This Privacy Notice is designed to give you a clear and transparent understanding of:

- What personal data we collect
- Why and how we process it
- Who we may share it with
- How long we keep it for
- Your rights and how you can exercise them

This Privacy Notice is issued on behalf of GGH Ltd. Unless stated otherwise, GGH Ltd is the data controller responsible for your personal data. It also covers all companies within our group that process personal data on our behalf or alongside us. This includes:

- Greenhous Group Limited
- Greenhous Limited
- Greenhous Fleet & Retail Limited
- Greenhous BYD Limited
- Greenhous Fleet Limited
- Greenhous Refurbishment Services Limited
- Greenhous Transport Services Limited
- Premier Motors (Solent) Limited
- North West Trucks Limited
- Heatons Truck Group Limited
- Adams Morey Limited

We may update this Privacy Notice from time to time. The latest version will always be available on our website. We will notify you of any material changes as required by law.

If you have any questions about this Notice or how we use your personal data, please contact us using the details provided in the "Contact Us" section below.

Who We Are

Where GGH Ltd is the Data Controller, we are responsible for the handling of your personal data, we will do so as described in this Privacy Notice.

Where we are the Data Processor we will act only on the instructions of the Data Controller we are working with.

Our registered details are:

Greenhous Group Holdings Limited

Greenhous Village, High Ercall, Telford, TF6 6RA, United Kingdom

Company number: 5270023

Email: GDPR@greenhous.co.uk

If one of our distributors is the primary point of contact for your transaction (e.g., you purchased a vehicle from Vauxhall Telford, they may also act as a separate or joint data controller for that relationship. We work closely with each entity to ensure your data is processed lawfully, fairly, and transparently.

Greenhous Group Holdings Ltd ensures that all associated brands and dealerships within the Greenhous Group handle your personal data in accordance with this Privacy Notice and applicable data protection laws.

If you have any questions about which company is responsible for your data in a specific instance, please contact us via the details provided in the **Contact Us** section at the end of this Notice.

Our Data Protection Officer (DPO)

We have appointed an independent Data Protection Officer (DPO) to oversee our compliance with data protection laws and to act as a point of contact for any questions, concerns, or requests relating to your personal data.

In the first instance, if you have any questions about how we use your personal data or would like to exercise one of your rights, we encourage you to contact Greenhous directly at:

Greenhous Group Limited

Greenhous Village, High Ercall, TF6 6RA

Email: GDPR@greenhous.co.uk

Our DPO, who is responsible for overseeing data protection compliance across the Greenhous Group can be contacted at:

Data Protection Officer Contact Details:

DataCo International UK Limited

Suite 1, 7th Floor

50 Broadway

London SW1H 0BL

Email: privacy@dataguard.co.uk

Our DPO operates independently and will handle all concerns confidentially, in line with their professional obligations under the UK GDPR.

What Personal Data We Collect

The type of personal data we collect depends on how you interact with us, for example, whether you purchase a vehicle, use our services, visit our website, apply for a job, or contact us for information.

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

Identity and Contact Data

Your name, postal address, email address, telephone number, and, where relevant, your job title and organisation.

Vehicle and Transaction Data

Vehicle registration number, purchase and service history, MOT and warranty details, and information relating to sales, part exchanges, finance arrangements, or rental activity.

Driving Licence Data

Driving licence number and a copy of your driving licence, collected where necessary (e.g. for test drives, courtesy vehicles, or insurance purposes).

National Insurance Number

Your National Insurance Number, to allow an external provider to carry out driving insurance checks when you drive our company vehicles, for example on a test drive.

Technical and Usage Data

IP address, browser type, operating system, device identifiers, access times, clickstream data, and other data collected through cookies or similar technologies when you visit our website.

Profile Data

Usernames, passwords, preferences, marketing choices, online account details, and survey or feedback responses.

Call Recording Data

We will record both incoming and outbound calls to and from our customer service teams or dealerships. These recordings may include your voice, any personal details you provide during the call, and a record of your enquiry. In some cases, recordings may

also capture special category data if you choose to share health or sensitive information. We treat these recordings as personal data and handle them with appropriate safeguards.

CCTV

We operate CCTV systems at all of our locations for the purposes of safety, security and crime prevention. These systems may capture images of individuals (e.g. employees, customers and visitors) whilst on our premises. CCTV footage is treated as personal data where individuals can be identified.

Marketing and Communications Data

Your communication preferences and records of your opt-in/opt-out status for marketing emails, SMS, phone calls, or post.

Location and Telematics Data

Where applicable, approximate geolocation data (e.g. based on your IP address or consented tracking for courtesy vehicles, connected apps, or telematics systems).

We only collect the minimum personal data required for the purposes described in this Privacy Notice, and we take steps to ensure it is accurate, relevant, and kept up to date.

Financial Data

If you apply for finance or insurance products through us, we will collect certain financial information such as credit application details, bank account information, affordability information. In these situations, Greenhous Group Holdings Ltd acts as a Data Processor on behalf of finance providers which are Data Controllers. We will only collect and process this data under their instruction, their Privacy Notices will explain how your data is used for finance purposes.

Special Category and Sensitive Data

In some situations, we may collect and process personal data that is classed as special category data under the UK GDPR. This type of data is considered more sensitive and is subject to additional protections.

We may collect special category data such as health or disability information, for example:

- To support your needs when visiting our showrooms, attending appointments, or using courtesy vehicles

This information may be provided by you directly (e.g. in forms, emails, or conversations) or captured during recorded telephone calls if you choose to disclose it.

We will only process this type of information where it is necessary and where we have a legal reason to do so. This may include:

- Your explicit consent, such as when you voluntarily provide medical information for a specific service

- Employment and social protection law, such as the need to comply with the Equality Act 2010 when making adjustments
- Establishing, exercising, or defending legal claims, where needed in connection with complaints or disputes

How We Collect Your Personal Data

We collect personal data in several ways, depending on how you interact with us and the services you use. This includes:

Direct Interactions

You may give us personal data when you:

- Visit one of our dealerships or showrooms
- Contact us by phone, email, post, or in person
- Purchase, service, or enquire about a vehicle
- Apply for finance or participate in the Motability Scheme
- Request a test drive, courtesy car, or vehicle collection
- Fill in forms on our website or at one of our locations
- Take part in promotions, surveys, or customer feedback initiatives
- Call our dealerships or customer service teams
- Your image may be captured on CCTV when you visit our premises
- Community events / product placement events where you give us your details.

Automated Technologies

When you use our websites or digital services, we may use cookies and similar technologies to collect certain technical and usage data — such as your IP address, browser type, device details, and how you interact with the site (e.g. pages viewed and time spent).

We only use non-essential cookies or tracking technologies with your consent.

For full details, and for information on how to manage your preferences, please refer to our **[Cookie Notice]**.

Why We Use Your Personal Data and Our Legal Basis For Doing So

We only use your personal data where we have a clear and lawful reason to do so. The UK General Data Protection Regulation (UK GDPR) requires us to explain both the purpose for processing your data and the legal basis we rely on.

The table below sets out the main reasons we process your personal data, with examples of what this involves and the lawful basis that applies in each case.

In some cases, more than one lawful basis may apply depending on the specific context. If we need to rely on your consent, we will always ask you clearly and explain what it means. You have the right to withdraw your consent at any time.

Where we rely on legitimate interests, we do so only after assessing that our interests are not overridden by your rights and freedoms. This includes purposes such as improving our services, ensuring security, and handling enquiries. You have the right to object to processing based on legitimate interests.

Purpose of Processing	Examples	Lawful Basis
Providing products and services	Processing orders, vehicle sales, bookings, repairs	Contract
Customer support and communications	Responding to enquiries, complaints, issuing reminders	Legitimate interests
Call recordings	Training, monitoring, quality assurance, dispute resolution	Legitimate interests
Marketing and promotions	Sending offers, promotions, or newsletters	Consent
Legal and regulatory obligations	Tax records, insurance, responding to legal requests	Legal obligation
Website analytics and improvement	Monitoring usage, enhancing site performance	Consent
Protecting our business and systems	Preventing fraud, safeguarding systems and premises	Legitimate interests
Security and CCTV monitoring	Operating CCTV systems at locations to prevent crime, ensure safety and protect assets. Where we are required by law we may share CCTV footage with law enforcement or use it in legal proceedings.	Legitimate Interests

If You Don't Provide Your Data

In some cases, we need your personal data to enter into a contract with you or to meet our legal obligations (for example, to process a vehicle order, book a service appointment, arrange a test drive).

If you choose not to provide the information we need, we may not be able to offer you certain products or services. We will always explain when information is required and what the impact may be if you choose not to provide it.

Automated Decision-Making and Profiling

We do not make decisions about you using technology alone (i.e. solely automated decision-making) that have a legal or significant effect on you.

If this ever changes, we will update this Privacy Notice and inform you where required.

Marketing and Promotions

We may use your personal data to send you information about our vehicles, services, offers, and events — but only where the law allows us to do so.

We may contact you by:

- Email
- Text message (SMS)
- Telephone
- Post

You will only receive marketing communications from us if:

- You have given your consent, or
- You are an existing customer, and we believe you may be interested in similar products and services to those you have already bought from us

You can opt out of marketing communications at any time by:

- Clicking the “unsubscribe” link in our emails
- Replying “STOP” to our texts
- Contacting us using the details in the “Contact Us” section of this Notice

Cookies and Tracking Technologies

We use cookies and similar technologies to support the operation of our websites, improve performance, and personalise your experience.

Some cookies are essential for site functionality, while others (such as analytics or advertising cookies) require your consent.

For more information about the types of cookies we use and how to manage your preferences, please see our [\[Cookie Notice\]](#).

Who We Share Your Data With

We sometimes share your personal data with trusted third parties where necessary for our business operations, to provide our services, or where we have a legal obligation to do so.

These may include:

- Marketing and communications providers – who help us send service reminders or promotional materials (where permitted)
- IT service providers and systems support – to host, secure, and maintain our systems
- Third-party service centres or recovery agents – if you book repairs or vehicle transport
- Insurance providers and solicitors where we are assisting with motor claims (e.g. courtesy car)
- Government bodies, regulators, and law enforcement – where required by law (e.g. DVLA, HMRC,)
- Vehicle manufacturers – to register your vehicle, manage warranties, recalls, or customer care

When you purchase, enquire or service a vehicle supplied by one of the manufacturers we represent, we may share relevant personal data with that manufacturer.

Depending on the manufacturer and your relationship with us, this may be for purposes including, but not limited to:

- Registering warranties and vehicle ownership
- Customer relationship management (CRM)
- Arranging service and aftersales support
- Customer satisfaction surveys
- Marketing communications where appropriate permissions apply
- Product safety, recalls and technical support
- Business reporting, dealer performance monitoring and quality assurance

Each manufacturer acts as an independent data controller for the personal data it receives. Further information about how they process your personal data can be found in their own Privacy Notice.

We require all third parties we work with to respect your personal data and comply with data protection law. Where we engage third parties to process data on our behalf, we ensure they only use it for the agreed purposes and under contract.

We do not sell your personal data to third parties.

International Transfers of Personal Data

We may store or transfer your personal data outside the United Kingdom (UK) where necessary to deliver our services, maintain our systems, or work with service providers.

This includes circumstances where:

- We use cloud-based systems or tools (such as website analytics or email platforms)
- Our suppliers or partners operate internationally

- Data is backed up or hosted outside the UK, including in the European Economic Area (EEA) or the United States

Where we transfer data internationally, we make sure appropriate safeguards are in place to protect your rights and personal information. These may include:

- Transfers to countries with adequacy regulations recognised by the UK government, or
- Use of approved data transfer contracts, such as the UK International Data Transfer Agreement (IDTA) or the UK Addendum to the EU Standard Contractual Clauses

How We Keep Your Data Secure

We take the security of your personal data seriously. We use a range of technical and organisational measures to help protect it from loss, misuse, unauthorised access, disclosure, or alteration.

These measures include:

- Secure systems and restricted access to personal data
- Firewalls, anti-virus software, and encryption where appropriate
- Access controls and staff training on data protection
- Physical security at our premises and for paper records
- Regular monitoring and testing of our systems

We also require any third parties we work with to have appropriate security measures in place to protect your data.

How Long We Keep Your Data

We only keep your personal data for as long as necessary to fulfil the purposes we collected it for — including to meet legal, accounting, or reporting requirements.

How long we keep data depends on:

- The nature of your relationship with us
- The type of data and why it was collected
- Any legal or regulatory obligations (e.g. tax, finance)

Typical retention periods include:

- Customer and vehicle records – up to 7 years after your last transaction, to comply with tax and legal obligations
- Call recordings – typically retained for up to 6 months, unless required for dispute resolution
- Marketing preferences – retained until you unsubscribe or ask us to delete them
- CCTV footage (where used) – retained for up to 3 months depending on the location, unless required for investigation

When we no longer need your data, we will delete it securely or anonymise it so it can no longer be linked to you.

Your Data Protection Rights

Under data protection law, you have a number of rights in relation to your personal data. This Privacy Notice helps to fulfil your **right to be informed** — by clearly explaining what we do with your data, why, and how your rights work.

You also have the right to:

- **Access your data** – to request a copy of the personal data we hold about you
- **Correct your data** – if you believe it is inaccurate or incomplete
- **Request deletion** – in certain situations, you can ask us to delete your data
- **Restrict how we use your data** – for example, while we’re resolving a query or dispute
- **Object to processing** – particularly where we use your data for marketing or based on our legitimate interests
- **Request data portability** – where processing is based on consent or contract and carried out by automated means
- **Withdraw your consent** – where we rely on your consent to process data, you can withdraw it at any time
- **Rights related to automated decision making** – we do not carry out such processing and therefore these rights do not apply

If you would like to exercise any of these rights, please contact us using the details provided in the “Contact Us” section.

If you are unhappy with how we have handled your data or a request, you also have the right to lodge a complaint with the UK Information Commissioner’s Office (ICO):

Website: www.ico.org.uk

Telephone: 0303 123 1113

Email: You can use their online contact form

Address:

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

If you’d like to make a request about your personal data, please contact us using the details in the “Contact Us” section.

Contact Us

If you have any questions about this Privacy Notice or how we handle your personal data, you can contact us using the details below:

Greenhous Group Limited
Greenhous Village, High Ercall, TF6 6RA
Email: GDPR@greenhous.co.uk

Changes to this Privacy Notice

We may update this Privacy Notice from time to time to reflect changes in how we use personal data, legal requirements, or improvements to our services.

If we make significant changes, we will take appropriate steps to inform you — such as updating the notice on our website and, where necessary, contacting you directly.

We encourage you to check this page occasionally to stay informed about how we use your personal data.

This Privacy Notice was last updated on 28th July 2026