

How long will the information be stored for?

We will store the information in a secure and protected environment for as long as we believe it will better help us to understand how we can serve you and respect your wishes. However, this will be for a reasonable period and only for as long as is necessary. In addition, legislation might oblige us to store information for a certain period of time.

We do not retain personal information in an identifiable format for longer than is necessary.

If we have a relationship with you (e.g. you are a customer or the registered driver of a leased or other vehicle purchased through, or serviced by us), we hold your personal information for 6 years from the date our relationship ends. We hold your personal information for this period to establish, bring or defend legal claims. Our relationship may end for a number of reasons including where we have been made aware that you no longer own or drive that vehicle.

Where we have obtained your personal information following a request for information, test drive, brochure, quotation or any other information on any of our products or services, we hold your personal information for 3 years from the date we collect that information, unless during that period we form a relationship with you e.g. you purchase or service a vehicle. We hold your personal information for this period to give us an opportunity to form a relationship with you.

The only exceptions to the periods mentioned above are where:

- the law requires us to hold your personal information for a longer period, or delete it sooner;
- Where you have raised a complaint or concern regarding a product or service offered by us, in which case we will retain your information for a period of 6 years following the date of that complaint or query; or
- you exercise your right to have the information erased (where it applies) and we do not need to hold it in connection with any of the reasons permitted or required under the law (see further 'How can I manage the information we hold about you');
- Where we have stored CCTV footage for a maximum period of 3 months.