



Data Privacy Notice

Premier Automotive Ltd. Are franchised motor dealers representing Kia, Mitsubishi and Ssangyong, at branches in Dukinfield, Rochdale and Hyde. To provide a service for the provision of vehicle service and repairs, parts supply, the sale of new and used cars and associated finance provisions, we need to obtain certain data.

From this companies point of view this is limited to; Name, address, phone, e-mail, and date of birth and car details. Where we operate a service plan we would also need bank account name, number and sort code.

We may ask further personal information when completing finance applications, but we do not hold this data, it is provided to the relevant partner provider. Each of our partner providers are fully compliant with data protection and will individually seek your permissions to maintain this additional data themselves.

Premier will not pass any of the data we hold to any third parties, with the exception of our partner providers; the car franchises we are representing, a limited number of finance providers, warranty providers, and our auditors, both statutory and financial.

You have a right to view the data we hold about you. You have a right to withdraw permission for us to contact you. And you have a right to be removed from our data base completely.

We will seek to keep the data up to date and relevant at each contact point. Maintain this data during the time of contact and onward custom, or whilst any vehicle provided remains in a warranty period, or two years beyond either of these.

To discuss any point regarding the data we hold, update the same, or request a withdrawal;

Please contact Premier Automotive Ltd. Head office, Birch Lane, Dukinfield, SK16 5AP by post, or e-mail, admin@premier-car.co.uk. Or speak to Lisa Bird, Director, or Sheena Heyes, Admin. Manager. On 0161 343 2216.