

AutoCircle.

AutoCircle.

Privacy Policy

Last updated: 11 August 2026

At AutoCircle, we take the privacy and security of our clients' personal information seriously.

This Privacy Policy explains how **AutoCircle** ("AutoCircle", "we", "us" or "our") collects, uses, stores and shares personal information when you visit our website, make an enquiry, use our vehicle sourcing or vehicle sales services, or otherwise interact with us.

We aim to handle personal information fairly, transparently and responsibly in accordance with applicable UK data protection legislation, including the UK GDPR and Data Protection Act 2018.

Prestige • Performance • Classic

www.autocircle.co.uk

AutoCircle.

Who We Are

AutoCircle is an independent automotive business specialising in the sourcing, representation and sale of prestige, performance and classic vehicles.

For the purposes of applicable data protection legislation, AutoCircle is generally the **data controller** of personal information collected in connection with our services.

Contact Details

AutoCircle

Website: [**www.autocircle.co.uk**](http://www.autocircle.co.uk)

Email: [**enquiries@autocircle.co.uk**](mailto:enquiries@autocircle.co.uk)

Telephone: **07309 746642**

If you have any questions about this Privacy Policy or how we use your personal information, please contact us using the details above.

Prestige • Performance • Classic

www.autocircle.co.uk

AutoCircle.

The Information We Collect

The information we collect depends upon how you interact with AutoCircle and which services you use.

We may collect the following information.

Personal and Contact Information

This may include:

- Full name;
- Address and postcode;
- Email address;
- Telephone number;
- Communication preferences; and
- Other contact information you provide to us.

Vehicle Information

When you ask us to source, represent or sell a vehicle, we may collect information including:

- Vehicle registration;
- Make and model;
- VIN or chassis number;
- Mileage;
- Vehicle specification;
- Service history;
- MOT information;
- Ownership history;
- Vehicle condition;
- Known faults or damage;
- Accident or insurance history;
- Modifications;
- Photographs and videos;
- Finance information;
- Vehicle documentation; and
- Other information relevant to the vehicle or transaction.

Prestige • Performance • Classic

www.autocircle.co.uk

AutoCircle.

Some vehicle information may not itself be personal data, but it may become personal data where it can be associated with an identifiable individual.

Transaction Information

We may collect information relating to transactions involving AutoCircle, including:

- Vehicle purchase or sale price;
- Offers and negotiations;
- Deposits;
- Invoices;
- Commission payable;
- Payment status;
- Finance settlement information;
- Collection or delivery information; and
- Transaction correspondence.

Contractual Information

Where you instruct AutoCircle, we may retain:

- Signed Vehicle Sourcing Agreements;
- Signed Vehicle Sales Agreements;
- DocuSign records;
- Client declarations;
- Agreed sourcing briefs;
- Sales instructions;
- Amendments to agreed terms; and
- Other documents relating to our appointment.

Communications

We may retain communications between you and AutoCircle, including:

- Emails;
- Telephone notes;
- WhatsApp messages;
- Website enquiries;
- Enquiry form submissions;
- SMS messages; and
- Other correspondence relevant to our relationship or services.

Prestige • Performance • Classic

www.autocircle.co.uk

AutoCircle.

Website and Technical Information

When you use our website, certain technical information may be collected automatically, such as:

- IP address;
- Browser type;
- Device information;
- Pages visited;
- Referring website;
- Approximate location information;
- Cookie identifiers; and
- Website usage information.

The precise information collected will depend upon the cookies, analytics and other technologies used on the AutoCircle website.

Prestige • Performance • Classic

www.autocircle.co.uk

AutoCircle.

How We Collect Your Information

We may collect personal information:

- Directly from you;
- Through our website;
- Through vehicle sourcing or sales enquiry forms;
- During telephone conversations;
- Through email or WhatsApp;
- Through DocuSign or other electronic signature systems;
- Through our client agreements;
- When you provide vehicle documentation;
- During vehicle inspections, photography or appraisals;
- From dealerships, vehicle sellers or prospective purchasers;
- From vehicle history and verification providers;
- From finance providers where appropriate;
- From publicly available vehicle information; and
- From other third parties involved in a transaction.

Where information is obtained from someone other than the individual concerned, applicable privacy-information requirements still need to be considered. ICO guidance generally requires privacy information within a reasonable period and no later than one month where personal data is obtained from other sources, subject to applicable exceptions.

Prestige • Performance • Classic

www.autocircle.co.uk

AutoCircle.

How We Use Your Information

We may use personal information to:

Provide AutoCircle Services

Including to:

- Respond to enquiries;
- Understand your requirements;
- Create vehicle sourcing briefs;
- Source suitable vehicles;
- Research potential vehicles;
- Contact sellers and dealerships;
- Represent vehicles for sale;
- Prepare vehicle advertisements;
- Communicate with prospective purchasers;
- Arrange vehicle viewings;
- Conduct or assist with negotiations;
- Arrange independent inspections;
- Coordinate vehicle preparation;
- Arrange professional photography;
- Coordinate collection or delivery;
- Assist with transaction administration; and
- Support vehicle handovers.

Manage Our Client Relationship

Including to:

- Prepare agreements;
- Obtain electronic signatures;
- Maintain client records;
- Communicate updates;
- Respond to questions;
- Issue invoices;
- Collect commission and other agreed charges;
- Maintain transaction records; and
- Handle complaints or disputes.

Prestige • Performance • Classic

www.autocircle.co.uk

AutoCircle.

Protect AutoCircle and Our Clients

We may process information where reasonably necessary to:

- Verify information;
- Prevent or detect fraud;
- Maintain transaction records;
- Establish or defend legal claims;
- Resolve disputes;
- Protect our legitimate business interests; and
- Comply with legal and regulatory requirements.

Improve AutoCircle

We may use appropriate information to:

- Improve our website;
- Understand how our services are used;
- Improve our client experience;
- Develop new services; and
- Monitor the performance of our business.

Prestige • Performance • Classic

www.autocircle.co.uk

AutoCircle.

Our Lawful Bases for Processing

UK data protection law requires AutoCircle to have an appropriate lawful basis for processing personal information. The appropriate basis depends on why the information is being used, and the ICO recommends determining and documenting the appropriate basis before processing begins.

Depending upon the circumstances, AutoCircle may rely on:

Contract

We may process personal information where necessary to enter into or perform a contract with you.

For example, this may include information required to provide our vehicle sourcing or vehicle sales service.

Legitimate Interests

We may process information where necessary for AutoCircle's legitimate business interests, provided those interests are not overridden by your rights and interests.

These interests may include:

- Operating and improving our business;
- Responding to enquiries;
- Maintaining appropriate business records;
- Protecting AutoCircle against fraud;
- Managing client relationships;
- Establishing or defending legal claims; and
- Maintaining the security of our systems.

Where we rely on legitimate interests, we will consider the impact of the processing upon the individuals concerned.

Legal Obligation

We may process or retain information where necessary to comply with a legal obligation.

Consent

Prestige • Performance • Classic

www.autocircle.co.uk

AutoCircle.

Where appropriate, we may ask for your consent before using information for a particular purpose.

Where processing relies upon consent, you may withdraw that consent at any time, although withdrawal does not make previous lawful processing unlawful.

Prestige • Performance • Classic

www.autocircle.co.uk

AutoCircle.

Vehicle Sourcing

When you instruct AutoCircle to source a vehicle, we may use your personal information to:

- Understand and record your requirements;
- Search for suitable vehicles;
- Communicate with sellers and dealerships;
- Conduct vehicle research;
- Arrange viewings;
- Arrange inspections;
- Negotiate on your behalf;
- Coordinate collection or delivery; and
- Administer your purchase.

Where reasonably necessary, relevant information may be shared with sellers, dealerships, inspection providers, transport providers and other parties involved in fulfilling your sourcing instruction.

We will aim to share only the information reasonably necessary for the relevant purpose.

Prestige • Performance • Classic

www.autocircle.co.uk

AutoCircle.

Vehicle Sales

When you instruct AutoCircle to represent a vehicle for sale, we may use information supplied by you to:

- Assess the Vehicle;
- Establish an appropriate sales strategy;
- Prepare advertising;
- Market the Vehicle;
- Respond to prospective buyers;
- Arrange viewings;
- Negotiate on your behalf;
- Verify relevant documentation;
- Assist with finance settlement where appropriate; and
- Coordinate completion and handover.

Certain vehicle information will necessarily be made public when we advertise the Vehicle.

We will not ordinarily publish your private contact details or home address as part of a vehicle advertisement.

Prestige • Performance • Classic

www.autocircle.co.uk

AutoCircle.

Photography and Video

AutoCircle may photograph or record vehicles for advertising and promotional purposes.

During an active sales instruction, photographs and videos may be used to market the relevant Vehicle.

Where you separately agree, AutoCircle may continue to use appropriate vehicle photography or video after completion for purposes including:

- Our website;
- Social media;
- Portfolio material;
- Marketing material; and
- Examples of vehicles previously represented by AutoCircle.

Where an image contains identifiable individuals or other personal information, additional privacy considerations may apply.

Our Vehicle Sales Agreement may provide you with choices regarding post-sale marketing use.

Prestige • Performance • Classic

www.autocircle.co.uk

AutoCircle.

Who We May Share Information With

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

Where reasonably necessary to provide our services or operate our business, information may be shared with appropriate third parties such as:

- Vehicle dealerships;
- Private vehicle sellers;
- Prospective purchasers;
- Vehicle history providers;
- Independent inspection providers;
- Vehicle preparation and detailing businesses;
- Professional photographers;
- Vehicle transportation providers;
- Finance providers;
- Payment providers;
- Accountants;
- Professional advisers;
- Insurance providers where appropriate;
- IT and website service providers;
- Electronic signature providers such as DocuSign;
- Cloud storage and communications providers; and
- Government, regulatory, law-enforcement or other authorities where legally required.

Third parties may act as processors on our behalf or as independent controllers depending upon the circumstances.

Prestige • Performance • Classic

www.autocircle.co.uk

AutoCircle.

DocuSign and Electronic Agreements

AutoCircle may use electronic signature services such as **DocuSign** to issue and execute agreements.

Where you sign an AutoCircle agreement electronically, information associated with that transaction may include:

- Your name;
- Email address;
- Signature;
- Date and time of signature;
- Document activity;
- Authentication information; and
- Electronic audit records.

The electronic signature provider may process information in accordance with its own applicable privacy terms.

Prestige • Performance • Classic

www.autocircle.co.uk

AutoCircle.

Payments and Financial Information

AutoCircle may collect information necessary to issue invoices, receive commission and administer transactions.

We do not intend to retain full payment-card information unless this is specifically required and handled through an appropriate payment provider.

Where banking or finance information is required in connection with a transaction, access will be limited to what is reasonably necessary.

Prestige • Performance • Classic

www.autocircle.co.uk

AutoCircle.

Marketing Communications

We may contact you regarding the AutoCircle services you have requested or a transaction we are managing. These are **service communications** and are different from optional promotional marketing.

Where we send direct marketing, we will do so only where we have an appropriate lawful basis and where applicable electronic-marketing rules permit it. The ICO notes that PECR applies to certain marketing by email, text, direct message and telephone, and that consent may be required depending on the circumstances.

You can ask us to stop sending direct marketing at any time by:

- Using an unsubscribe facility where provided; or
- Contacting **enquiries@autocircle.co.uk**.

Your right to object to the use of your personal information for direct marketing is absolute.

Opting out of marketing will not prevent us from sending necessary communications relating to an active enquiry, agreement or transaction.

Prestige • Performance • Classic

www.autocircle.co.uk

AutoCircle.

Cookies and Website Analytics

Our website may use cookies and similar technologies to:

- Enable website functionality;
- Remember preferences;
- Understand website usage;
- Measure website performance; and
- Support marketing or analytics where permitted.

Where consent is legally required for non-essential cookies, we will seek it through an appropriate cookie consent mechanism.

Prestige • Performance • Classic

www.autocircle.co.uk

How Long We Keep Personal Information

We will not retain personal information for longer than reasonably necessary for the purposes for which it was collected.

Retention periods may vary depending upon:

- The nature of our relationship;
- Whether a transaction was completed;
- Contractual requirements;
- Accounting and tax requirements;
- Legal or regulatory obligations;
- Fraud prevention;
- Potential disputes or legal claims; and
- Whether continued retention is otherwise reasonably necessary and lawful.

Where information is no longer required, we will aim to securely delete, anonymise or otherwise dispose of it appropriately.

AutoCircle.

How We Protect Your Information

AutoCircle takes reasonable organisational and technical measures to protect personal information against:

- Unauthorised access;
- Loss;
- Misuse;
- Alteration;
- Disclosure; and
- Destruction.

Access to personal information should be limited to people and service providers who reasonably require it.

No method of electronic storage or transmission is completely secure, and therefore absolute security cannot be guaranteed.

Prestige • Performance • Classic

www.autocircle.co.uk

AutoCircle.

International Transfers

Some technology providers used by AutoCircle may process or store information outside the United Kingdom.

Where personal information is transferred internationally, we will take appropriate steps where required to ensure that the transfer is made in accordance with applicable UK data protection law.

This may include relying upon recognised adequacy arrangements or appropriate contractual safeguards.

Prestige • Performance • Classic

www.autocircle.co.uk

AutoCircle.

our Data Protection Rights

Depending upon the circumstances and applicable law, you may have rights including:

- **Right of access** – to request information about the personal data we hold about you;
- **Right to rectification** – to request correction of inaccurate or incomplete information;
- **Right to erasure** – to request deletion in certain circumstances;
- **Right to restriction** – to request restriction of processing in certain circumstances;
- **Right to data portability** – where applicable;
- **Right to object** – including the right to object to direct marketing;
- **Rights relating to certain automated decisions** where applicable; and
- **Right to withdraw consent** where processing is based upon consent.

These rights are not absolute in every circumstance and the rights available can depend on the lawful basis being used.

To exercise a data protection right, contact:

enquiries@autocircle.co.uk

We may need to verify your identity before fulfilling certain requests.

Prestige • Performance • Classic

www.autocircle.co.uk

AutoCircle.

Automated Decision-Making

AutoCircle does not currently intend to make decisions producing legal or similarly significant effects upon clients solely through automated processing.

Prestige • Performance • Classic

www.autocircle.co.uk

AutoCircle.

Children

AutoCircle's services are intended for adults engaging with us in connection with vehicle purchases, sales or related automotive services.

We do not knowingly seek to collect personal information from children through our client services.

Prestige • Performance • Classic

www.autocircle.co.uk

AutoCircle.

Third-Party Websites

Our website or communications may contain links to third-party websites.

AutoCircle is not responsible for the privacy practices of independent third-party websites.

Prestige • Performance • Classic

www.autocircle.co.uk

AutoCircle.

Complaints

If you have concerns about how AutoCircle has handled your personal information, please contact us first so that we can investigate.

Email: enquiries@autocircle.co.uk

Telephone: 07309 746642

You also have the right to raise a complaint with the **Information Commissioner's Office (ICO)**, the UK's data protection regulator.

[Information Commissioner's Office](#)

Prestige • Performance • Classic

www.autocircle.co.uk

AutoCircle.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect:

- Changes to our services;
- Changes to how we use information;
- Changes to our technology or service providers; or
- Changes in legal or regulatory requirements.

The latest version will be published on our website with an updated revision date.

Where a change materially affects how we use existing personal information, we will take appropriate steps to bring that change to the attention of affected individuals where required.

Prestige • Performance • Classic

www.autocircle.co.uk

AutoCircle.

Contact AutoCircle

For questions, requests or concerns relating to privacy or personal information:

AutoCircle

Email: enquiries@autocircle.co.uk

Telephone: 07309 746642

Website: www.autocircle.co.uk

Prestige • Performance • Classic

www.autocircle.co.uk

AutoCircle.

AutoCircle

Exceptional Cars. Personally Managed.

enquiries@autocircle.co.uk

07309 746642

www.autocircle.co.uk

Prestige • Performance • Classic

www.autocircle.co.uk