

# TECH48 customer privacy notice

This privacy notice tells you what to expect us to do with your personal information.

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- [What information we collect, use, and why](#)
- [Lawful bases and data protection rights](#)
- [Where we get personal information from](#)
- [How long we keep information](#)
- [How to complain](#)

## Contact details

Post

71-75 Shelton Street, Covent Garden, London, United Kingdom, WC2H 9JQ

Email: [customer\\_service@CarAlert.com](mailto:customer_service@CarAlert.com)

## What information we collect, use, and why

We collect or use the following information to **provide services and goods, including delivery**:

- Contact details (phone number)
- Car plate number
- Purchase or account history
- Account information
- Information relating to compliments or complaints

We collect or use the following information for **the operation of customer accounts and guarantees**:

- Names and contact details
- Car plate number
- Account information, including registration details
- Information used for security purposes

We collect or use the following information to **prevent, detect, investigate or prosecute crimes**:

- Names and contact information
- Car plate number
- Customer or client accounts and records

We collect or use the following information for **service updates or marketing purposes**:

- Names and contact details
- Car plate number
- Marketing preferences
- Purchase or viewing history
- Website and app user journey information
- Information relating to sponsorship
- Records of consent, where appropriate

We collect or use the following information for **research or archiving purposes**:

- Names and contact details
- Car plate number
- Purchase or viewing history

- Website and app user journey information
- Personal information used for administration of research
- Personal information used for the purpose of research
- Records of consent, where appropriate

We collect or use the following information to **comply with legal requirements**:

- Name
- Car plate number
- Contact information

We collect or use the following personal information for **dealing with queries, complaints or claims**:

- Names and contact details
- Car plate number
- Account information
- Purchase or service history
- Relevant information from previous investigations
- Customer or client accounts and records
- Correspondence

## Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible [lawful bases](#) in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

Which lawful basis we rely on may affect your data protection rights which are set out in brief below. You can find out more about your data

protection rights and the exemptions which may apply on the ICO's website:

- **Your right of access** - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [You can read more about this right here.](#)
- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [You can read more about this right here.](#)
- **Your right to erasure** - You have the right to ask us to delete your personal information. [You can read more about this right here.](#)
- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. [You can read more about this right here.](#)
- **Your right to object to processing** - You have the right to object to the processing of your personal data. [You can read more about this right here.](#)
- **Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. [You can read more about this right here.](#)
- **Your right to withdraw consent** - When we use consent as our lawful basis you have the right to withdraw your consent at any time. [You can read more about this right here.](#)

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information to **provide services and goods** are:

- **Consent** - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply,

except the right to object. To be clear, you do have the right to withdraw your consent at any time.

- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.
- Legitimate interests – we’re collecting or using your information because it benefits you, our organization or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
  - Another reason we might use your information is that we have – or a third party has – a legitimate interest in doing so. For instance, we need to use your information to provide and improve our services, including protecting your account, delivering you messages and user interaction through CarAlert, providing customer support, and helping you find friends and content we think you’ll like. As most of our services are free, we also use some information about you to try and show you ads you’ll find interesting. An important point to understand about legitimate interest is that our interests don’t outweigh your right to privacy, so we only rely on legitimate interest when we think the way we are using your data doesn’t significantly impact your privacy or would be expected by you or there is a compelling reason to do so

For more information on our use of legitimate interests as a lawful basis you can contact us using the contact details set out above.

- Vital interests – collecting or using the information is needed when someone’s physical or mental health or wellbeing is at urgent or serious risk. This includes an urgent need for life sustaining food,

water, clothing or shelter. All of your data protection rights may apply, except the right to object and the right to portability.

- Public task – we have to collect or use your information to carry out a task laid down in law, which the law intends to be performed by an organisation such as ours. All of your data protection rights may apply, except the right to erasure and the right to portability.

Our lawful bases for collecting or using personal information for **the operation of customer accounts and guarantees** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
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Our lawful bases for collecting or using personal information to **prevent, detect, investigate or prosecute crimes** are:

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Our lawful bases for collecting or using personal information for **service updates or marketing purposes** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.



- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.
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- Public task – we have to collect or use your information to carry out a task laid down in law, which the law intends to be performed by an organization such as ours. All of your data protection rights may apply, except the right to erasure and the right to portability.

Our lawful bases for collecting or using personal information for **research or archiving purposes** are:

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- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
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Our lawful bases for collecting or using personal information for **legal requirements** are:

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Our lawful bases for collecting or using personal information for **dealing with queries, complaints or claims** are:

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## Where we get personal information from

- Directly from you

## How long we keep information

30 days

For more information on how long we store your personal information or the criteria we use to determine this please contact us using the details provided above.

[You said you had a retention schedule, but it wasn't available online. You can paste it above - you must not publish the privacy notice without it.]

## How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

Information Commissioner's Office  
Wycliffe House  
Water Lane

Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

Last updated

Last updated

29. Data Retention Schedule To ensure compliance with UK data protection laws (including the UK GDPR and Data Protection Act 2018), we maintain a data retention schedule that outlines how long we retain various types of personal information:

Data Category	Purpose of Collection	Retention Period	Legal Basis	Notes
User Account Data (e.g., name, email, university ID)	To provide access to the CarAlert platform	30 days after account closure	Contractual necessity	Retained to allow for potential account reactivation within 12 months
Communication Logs (e.g., messages, comments)	To enable platform interactions and support moderation	30 days from date of message	Legitimate interest	May be retained longer if required for investigations
Login and Usage Logs	Security monitoring and service improvement	30 days	Legitimate interest	Aggregated data may be retained for analytics
Reported Content and Moderation Records	To maintain community safety and resolve disputes	30 days	Legal obligation / legitimate interest	Required for audit, appeal, and legal compliance purposes
Abuse Reports / Disciplinary Records	To investigate and prevent policy breaches	30 days	Legal obligation / legitimate interest	Data may be retained longer if linked to ongoing investigations
Financial Records (if applicable)	Processing payments, issuing refunds	30 days	Legal obligation	Required by HMRC under UK tax law
Consent Records (e.g., cookie consent, marketing opt-ins)	To demonstrate lawful data processing	30 days	Legal obligation	Required for regulatory compliance and audit trails

Recruitment or  
Volunteer  
Applications

Evaluating  
applicants

30 days after  
application

Legitimate  
interest

Deleted sooner if  
requested by  
applicant