

FORD REMARKETING

# Ford Remarketing Privacy Policy

Clear, responsible handling of personal data within the remarketing platform.

## About this document

This Privacy Policy explains how personal data is collected, used, shared and protected across the Ford Remarketing Platform.

Tender simulation - illustrative document. This Ford-branded document is provided solely to demonstrate the proposed platform experience. Final contractual, policy and operator wording would be agreed with Ford prior to production use.

## 1. Introduction

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Ford Remarketing Platform (“we”, “us”, or “our”) is committed to protecting your privacy and ensuring that your personal data is handled securely and in compliance with applicable data protection laws, including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. This privacy notice explains how we collect, use, share and protect your personal information when you use the Ford Remarketing Platform. This notice applies to all users of Ford Remarketing, including motor dealers, finance providers, leasing companies and other platform partners. This policy is non-contractual and may be updated from time to time. For the tender simulation, final operator/contact details would be confirmed before production use.

## 2. Data Protection Principles

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We comply with the principles of the UK GDPR. Your personal data will be:

- Processed lawfully, fairly and in a transparent manner.
- Collected for specified, explicit and legitimate purposes only.
- Adequate, relevant and limited to what is necessary.
- Accurate and kept up to date.
- Retained only for as long as necessary.
- Processed in a way that ensures appropriate security.

## 3. What Data We Collect

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We may collect:

- Full name
- Business contact details (email address and phone number)
- Company name and role/title
- Account registration details
- Communication records
- Platform usage data (including IP address and browser information)
- Transaction and sales-related activity on the platform

## 4. How We Use Your Information

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We use your data to manage your account and provide access to the platform; facilitate transactions between dealers, finance companies and leasing partners; communicate with you about sales, leads, offers and updates; comply with legal and regulatory obligations; monitor platform performance, security and usage trends; and share contact details with suppliers and partners where necessary to fulfil service commitments.

## 5. Lawful Bases for Processing

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Our processing is based on contractual obligation, legitimate interest, consent where required (such as marketing communications, which you may opt out of at any time), and legal obligation.

## 6. Data Sharing

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We may share information with other platform users where necessary to process or fulfil a vehicle sale or related request; service providers and partners who help operate and maintain the platform; professional advisers and legal/regulatory bodies where required; and suppliers/logistics partners to arrange vehicle collection, delivery or inspection services. We will never sell your personal data.

## 7. Data Retention

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We retain personal data for as long as necessary to provide the services you have signed up for, comply with legal and accounting obligations, resolve disputes and enforce agreements. Retention practices are reviewed regularly.

## 8. Your Rights

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Under the UK GDPR, you have the right to access your personal data; correct inaccurate or incomplete data; request deletion where legally permissible; restrict or object to certain processing; request a portable copy of your data; and withdraw consent where processing is based on consent. You may exercise these rights by contacting the platform operator. If you are not satisfied, you also have the right to lodge a complaint with the Information Commissioner's Office (ICO).

## 9. Security Measures

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Appropriate technical and organisational measures are used to safeguard data against loss, misuse or unauthorised access.

## 10. Changes to This Policy

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We may update this privacy policy from time to time. Significant changes will be notified via the platform or by email.

## 11. Cookie Policy

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**What are cookies?** Cookies are small text files placed on your device when you visit the platform. They help us understand how you use the platform and improve your user experience.

### Types of cookies:

- **Essential cookies** - required for basic functionality such as logging in and accessing secure areas.
- **Performance cookies** - help us understand how users interact with the platform, allowing us to improve functionality and performance.

- **Functional cookies** - remember preferences and settings.
- **Targeting/advertising cookies** - may be used to deliver relevant content or offers based on browsing behaviour. We do not sell your data to advertisers.

**Managing cookies** - users can manage cookie preferences via browser settings, including viewing, deleting and blocking cookies. Disabling cookies may affect platform functionality.

**Third-party cookies** - some cookies may be set by third-party services such as analytics or chat-support tools. Providers are expected to comply with applicable data protection laws.