



Privacy Notice

Effective date 24 September 2026 Version 1.0

This Privacy Notice explains how J Trade Automotive Ltd collects, uses, stores and shares personal information relating to representatives of vehicle buyers, suppliers, vendors, transport providers and other organisations with which we conduct business.

1 Who we are

J Trade Automotive Ltd is a business-to-business motor vehicle trading company and is the controller of the personal information described in this Privacy Notice.

Company name: J Trade Automotive Ltd
Company registration number: 17466517
Registered address: 5 Church Road, West Kirby, Wirral, CH48 0RL
Email: info@jtrade.uk

2 Personal information we collect

We may collect and process:

- Names, job titles, employers and business contact details.
- Business addresses and delivery or collection details.
- Information confirming a person's authority to act for a business.
- Company registration, VAT and dealership information.
- Vehicle enquiries, orders, purchases, sales and supporting vehicle information.
- Invoices, payment records and relevant bank account details.
- Delivery, transport and collection records.
- Emails, messages, call notes and other correspondence.
- Claims, complaints, inspection reports, photographs and supporting evidence.
- Information required to prevent fraud, establish legal claims or meet legal obligations.

We do not intentionally collect special category information, such as health, ethnicity, religion or biometric information, unless it is strictly necessary and we have a lawful basis for doing so.

3 How we obtain personal information

We may receive personal information directly from you; from the dealership, company or organisation you represent; from vehicle suppliers, vendors, buyers and transport providers; from publicly available sources such as Companies House and dealership websites; and from professional advisers or service providers where appropriate.

4 Why we use personal information

We may use personal information to:

- Respond to vehicle enquiries and provide stock information.
- Verify that buyers and suppliers are genuine businesses.
- Negotiate, establish and perform vehicle sale contracts.
- Arrange vehicle collection, delivery and transport.
- Produce quotations, invoices and transaction records.
- Receive, verify and reconcile payments.
- Communicate with buyers, suppliers and their representatives.
- Investigate vehicle-condition issues, claims and complaints.
- Prevent and investigate fraud or misuse of our services.
- Maintain accounting, tax and company records.
- Establish, exercise or defend legal claims and obtain professional advice.

- Comply with legal, regulatory and law-enforcement requirements.
- Send relevant business-to-business vehicle availability and service communications where permitted by law.

5 Our lawful bases

Depending on the circumstances, we rely on the following lawful bases:

Contract. Where processing is necessary to enter into or perform a contract with an individual who is personally a party to that contract.

Legitimate interests. Where processing is necessary to operate and protect our business, conduct vehicle transactions, communicate with business representatives, prevent fraud, recover debts or deal with claims. We consider whether these interests are outweighed by the individual's rights before relying on this basis.

Legal obligation. Where processing is necessary to comply with tax, accounting, company, data protection or other legal requirements.

Consent. Where consent is required by law, including for certain direct marketing. Consent may be withdrawn at any time.

6 Business-to-business marketing

We may contact employees and representatives of corporate dealerships and other relevant businesses about vehicles, stock availability or services that we reasonably believe may interest their organisation. Each electronic marketing message will identify J Trade Automotive Ltd and provide a straightforward method of opting out.

We will obtain consent where required by law, including where applicable when marketing to sole traders or certain partnerships. You may object to direct marketing at any time by emailing info@jtrade.uk. We may retain limited information on a suppression list so that we continue to respect an opt-out request.

7 Who we share personal information with

Where reasonably necessary, we may share personal information with:

- The buyer, supplier, vendor or dealership involved in a transaction.
- Vehicle collection, transport and delivery providers.
- Banks and payment service providers.
- Accountants, auditors, insurers, solicitors and other professional advisers.
- Email, document storage, accounting, communication and IT service providers.
- Fraud-prevention or identity-verification providers, if used.
- Government departments, regulators, courts, law-enforcement agencies and other authorities where legally required.
- A prospective purchaser, investor or adviser in connection with a sale, restructuring or transfer of our business.

We do not sell personal information. Service providers processing information for us must protect it and use it only for the authorised purpose.

8 International transfers

Some technology or service providers may store or process personal information outside the United Kingdom. Where this happens, we will use an appropriate legal safeguard, such as an adequacy regulation or an approved international data-transfer agreement or contractual safeguard.

9 How long we retain information

We retain personal information only for as long as reasonably necessary. Normally:

- Contracts, invoices, payment records and vehicle transaction documents are retained for approximately six years after the transaction or the end of the relevant financial period.
- Unsuccessful enquiries and general business correspondence are normally retained for up to 24 months after the last meaningful contact.
- Claim, complaint or legal-dispute information may be retained until the matter is resolved and any relevant legal limitation period has expired.
- Minimal opt-out information may be retained for as long as necessary to ensure that marketing preferences continue to be respected.

Information may be retained for longer where required by law, taxation requirements, an investigation, litigation or another legitimate reason.

10 Information security

We use appropriate organisational and technical measures to protect personal information against accidental loss, unauthorised access, alteration, disclosure or destruction. Access is limited to people and service providers who reasonably require it for an authorised business purpose. No email, communication or storage system can be guaranteed completely secure.

11 Your data protection rights

Depending on the circumstances, you may have the right to:

- Request access to your personal information.
- Ask us to correct inaccurate or incomplete information.
- Ask us to erase information in certain circumstances.
- Ask us to restrict how information is used.
- Object to processing based on legitimate interests.
- Object to direct marketing at any time.
- Request the transfer of certain information.
- Withdraw consent where we rely on consent.
- Make a complaint about how we use your information.

These rights are not absolute and may be restricted where an exemption applies or where we must retain information for legal, contractual or legitimate business reasons. To exercise a right, email info@jtrade.uk. We may request reasonable evidence of identity and authority before acting on a request.

12 Automated decisions

We do not currently make decisions producing legal or similarly significant effects using solely automated processing. If this changes, we will update this Privacy Notice and provide any additional information required by law.

13 Data protection complaints

If you are concerned about how we have collected or used your personal information, contact info@jtrade.uk or write to J Trade Automotive Ltd, 5 Church Road, West Kirby, Wirral, CH48 0RL.

We will acknowledge a data protection complaint within 30 days of receiving it. We will investigate it appropriately, keep you reasonably informed and communicate the outcome without undue delay.

You also have the right to complain to the Information Commissioner's Office at Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, telephone 0303 123 1113, or through <https://ico.org.uk/make-a-complaint/>. You may contact the ICO at any time, although we would appreciate the opportunity to investigate your concern directly.

14 Changes to this Privacy Notice

We may update this Privacy Notice where our business activities, service providers or legal obligations change. The latest version will be provided electronically or made available through an appropriate link. Where a change materially affects how we use personal information, we will take reasonable steps to bring it to the attention of affected individuals.