

# Privacy Policy

**Prestige Reg Co.** ('we', 'our', 'us') is committed to protecting your privacy and safeguarding your personal information. We respect the trust our clients place in us and handle all data with the utmost discretion.

This policy explains how we collect, use and protect your information in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and the Privacy and Electronic Communications Regulations (PECR).

## 1. Information We Collect

- Personal details such as your name, contact information, and address.
- Information relating to vehicle ownership and personalised registrations.
- Payment details (processed securely by our payment providers – we do not retain card information).
- Records of our communications with you.

## 2. How We Use Your Information

- Provide our personalised registration and concierge services.
- Manage and fulfil transactions, including DVLA processes.
- Respond to enquiries and provide after-care support.
- Meet our legal and regulatory obligations.
- Where you consent, send discreet updates on services of genuine interest.
- We will never sell your data, nor share it with third parties for marketing.

## 3. Legal Basis for Processing

- Contract – to provide the services you request.
- Legal obligation – to comply with UK law and DVLA requirements.
- Legitimate interests – to operate and improve our services.
- Consent – where you choose to receive marketing communications.

## 4. Data Security & Retention

- We apply strict technical and organisational safeguards to keep your data secure, including encrypted communications and restricted access.
- We retain personal information only for as long as necessary to provide services and meet legal obligations, after which it is securely erased.

## 5. Your Rights

- Access a copy of your personal data.
- Request correction or deletion.
- Object to or restrict processing.
- Withdraw consent at any time.
- Lodge a complaint with the Information Commissioner's Office (ICO) if you are not satisfied.

## 6. Cookies Policy

- Our website uses cookies to ensure functionality and improve your browsing experience.
- Essential cookies – required for the site to operate securely and correctly.
- Analytics cookies – help us understand site use (only set with your consent).
- Preference cookies – remember choices to tailor your experience.
- When you first visit our site, you will be asked to set your cookie preferences. You can adjust or withdraw consent at any time using your browser settings.
- We never use cookies to track your activity across unrelated sites or for intrusive advertising.

## 7. Contact Us

- For any questions about this Privacy & Cookies Policy, please contact our Data Protection Officer at:

Privacy Officer  
Prestige Reg Co.  
124 Thingwall Park, Bristol BS16 2DD  
Email: [conciierge@prestigereg.co.uk](mailto:conciierge@prestigereg.co.uk)