PRIVACY POLICY

TYRES 4 U WIRRAL LIMITED • COMPANY NO. 07995257

Effective 1 November 2026 | Website privacy notice

At Tyres 4 U Wirral, looking after our customers includes respecting their privacy and protecting their personal information. This notice explains what we collect, how we use it, how long we keep it and your rights.

1. Who we are

Tyres 4 U Wirral Limited (company number 07995257) is the data controller for our Wallasey garage, Tyres 2 U Wirral mobile tyre fitting service, website and customer communications.

Kelvin Road, Wallasey, Wirral, CH44 7JW | 0151 638 0906 | hello@tyres4uwirral.co.uk | tyres4uwirral.co.uk

Privacy enquiries are handled initially by Laura, Office Manager, and escalated to Debbie, business owner, where necessary.

2. Information we collect

We may collect names, telephone numbers, email addresses, postal addresses or postcodes; vehicle registration, make, model and tyre size; quotations, bookings, purchases and service records; payment and transaction information; messages and correspondence; vehicle and tyre photographs; CCTV images; website usage and cookie information; and marketing consent preferences and records.

3. How we obtain information

We collect information when you contact us, visit our premises or website, request a quotation, book or buy services, arrange mobile fitting, or communicate with us. We may also receive booking details from third-party tyre retailers, fleet providers and booking partners where you arrange services through them.

4. Why we use information and lawful bases

We use personal data only where we have an appropriate lawful basis under UK GDPR. The applicable basis depends on the particular circumstances:

Quotes, bookings, tyre orders and mobile fitting	Contract / pre-contract steps
Payments and statutory accounts	Contract / legal obligation
Customer aftercare	Contract / legitimate interests
Complaints, disputes and legal claims	Legal obligation / legitimate interests
CCTV, security and fraud prevention	Legitimate interests
Vehicle photographs and service records	Contract / legitimate interests
Website operation and security	Legitimate interests
Non-essential analytics cookies, where required	Consent
Promotional email and SMS	Consent

5. Online booking and suppliers

We use Autopilot GMS for customer records, quotations, bookings and tyre orders. Other suppliers may provide website hosting, payment processing, accounting, IT support or third-party tyre bookings. We share only information reasonably necessary for the service and use appropriate data protection arrangements with processors.

6. CCTV

CCTV operates at our Wallasey premises for safety, security and incident investigation. Access is restricted to authorised people. Footage is normally retained for 30 days, unless needed for an incident, insurance matter, investigation or legal claim. CCTV notices are displayed at the premises.

7. Vehicle and tyre photographs

We may photograph vehicles, tyres, damage and completed work to document condition, explain findings and support service, warranty, insurance or complaint records. Identifiable photographs used for publicity will only be used with an appropriate lawful basis and any necessary permission.

8. Telephone and customer communications

We do not record telephone calls. We may retain relevant emails, messages and service notes where needed for bookings, customer service or resolving enquiries.

9. Marketing: opt-in only

We primarily publish news, advice and offers on our social media pages. We will send promotional emails or text messages, including future service reminders and offers, only to customers who actively opt in. Autopilot GMS uses a combined email-and-text marketing consent option. Customers are not automatically subscribed because they make a booking or purchase. We keep appropriate evidence of consent and provide a straightforward way to unsubscribe from every marketing email or text. Consent can also be with drawn by emailing hello@tyres4uwirral.co.uk.

Operational messages about existing appointments, tyre orders or work already arranged are separate from marketing. A specific reminder requested by a customer may be sent for that agreed purpose without enrolling them in general marketing.

10. Cookies and website analytics

Our website uses cookies for necessary functions and may use analytics tools, including Google Analytics, to understand website performance. Where consent is required for non-essential cookies, we ask before setting them. You can manage preferences using the website controls or your browser. The exact cookie list and consent configuration are subject to confirmation by our website provider.

11. Sharing information

We may share relevant data with booking and website providers, tyre suppliers, payment and accounting services, IT support, insurers, professional advisers and authorities where appropriate. We do not sell customer information to marketing companies.

12. How long we keep information

We retain information only as long as needed for the relevant purpose, legal obligations or justified claims. Our standard schedule is:

Unsuccessful quotations and enquiries	12 months after last contact
Customer booking and service records	6 years after transaction
Accounting and financial records	Applicable statutory period, generally at least 6 years
CCTV footage	30 days, unless required for an incident
Vehicle and tyre photographs	With associated service record where justified
Marketing consent records	While active; necessary withdrawal evidence afterward
Data protection complaints	3 years after closure unless longer justified

13. Security

We use reasonable organisational and technical safeguards, including restricted access, staff confidentiality and appropriate controls for business systems, to reduce the risk of unauthorised access, loss or misuse.

14. Your rights

Depending on the circumstances, you may have rights to access, correct or erase personal data; restrict or object to processing; request portability; and withdraw consent. Contact hello@tyres4uwirral.co.uk or write to our garage. We normally respond within one month, subject to applicable legal rules and identity verification.

15. Data protection complaints

If you are concerned about how we handle personal information, please contact us by email, telephone or post. Laura will initially handle the complaint and escalate to Debbie where appropriate. We will acknowledge it within 30 days, investigate without undue delay, keep you appropriately informed and explain the outcome. We keep records of complaints and their resolution. You may also complain to the Information Commissioner's Office (ICO) at ico.org.uk or 0303 123 1113; you do not need to wait for our response before approaching the ICO.

16. Where information is processed

Our current arrangements have been confirmed to us as UK-based. If a provider subsequently processes or transfers personal data outside the UK, we will ensure appropriate UK data protection safeguards apply.

17. Children

Our services are primarily intended for people arranging vehicle-related services. We do not knowingly collect children's information for direct marketing and take appropriate precautions if children's information is processed.

18. External links

Our website may link to third-party sites. Their operators are responsible for their own privacy practices; please read their privacy notices.

19. Updates

We may revise this policy to reflect changes in our services, systems or legal obligations. The current version and update date will be displayed on our website.

20. Contact

Tyres 4 U Wirral Limited | Company number 07995257

Kelvin Road, Wallasey, Wirral CH44 7JW

0151 638 0906 | hello@tyres4uwirral.co.uk | https://tyres4uwirral.co.uk

Privacy enquiries: Laura, Office Manager. Escalation: Debbie, Business Owner.