Privacy Policy

Last updated: 20 October 2026

1. Introduction

BW Tech respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, store and protect your personal information when you visit our website, submit an enquiry, request a quotation, book an appointment or use our services.

For the purposes of applicable UK data protection legislation, including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018, BW Tech is responsible for handling your personal information in accordance with the law.

By using our website or providing your information to us, you acknowledge that you have had the opportunity to read this Privacy Policy.

2. Information We Collect

Depending on the service you request, we may collect the following information:

Personal and contact information

- Full name.
- Telephone number.
- Email address.
- Home address or service address.

Vehicle and service information

- Vehicle make, model, year and registration number, where applicable.
- Mileage, fuel type and vehicle modifications.
- Information about vehicle faults, diagnostic results and existing issues.
- ECU, TCU and other relevant vehicle information.
- Details of services requested, quotations, bookings and work carried out.

Enquiry and booking information

- Messages, questions and instructions you submit.
- Requested appointment dates and times.
- Selected services, products and optional extras.
- Relevant photographs or files you choose to upload.
- Records of communications, customer authorisations and work completed.

Photographs and promotional permissions

Our enquiry forms may ask whether you permit BW Tech to use photographs of your vehicle or completed work on social media or other promotional channels. Your response is recorded so that we can respect your choice.

We only collect information that is reasonably relevant to the enquiry, booking or service concerned.

3. How We Use Your Information

We may use your personal information to:

- Respond to enquiries and provide quotations.
- Arrange appointments and manage bookings.
- Provide diagnostics, vehicle remapping, repairs and other requested services.
- Contact you about your enquiry, booking or work being carried out.
- Maintain customer, vehicle and service-history records for future reference.
- Process payments, issue invoices and maintain appropriate business records.
- Investigate complaints, resolve disputes and respond to requests for information.
- Meet legal, regulatory, insurance and accounting requirements.
- Protect our website, business systems and customers against fraud, misuse or unauthorised access.
- Use photographs for promotional purposes where you have given the necessary permission.

We do not sell your personal information to third parties.

4. Lawful Basis for Processing

We process personal information only where an appropriate lawful basis applies. Depending on the circumstances, this may include:

Contract and pre-contractual steps: To respond to your request, prepare a quotation, arrange a booking or provide services you have requested.

Legal obligations: To maintain required financial records, comply with applicable laws or respond to lawful requests from authorities.

Legitimate interests: To maintain appropriate customer and service records, manage our business, protect our systems, resolve disputes and improve our services, where these interests do not override your rights.

Consent: Where consent is required, including for optional promotional use of customer photographs or certain forms of electronic marketing.

Where we rely on consent, you may withdraw it at any time. Withdrawal does not affect processing that was lawful before consent was withdrawn.

5. Customer Records and Database

BW Tech retains relevant customer enquiry, booking and service records in a restricted business database that is not intended to be publicly accessible through the website.

These records may include names, telephone numbers, addresses, email addresses, relevant vehicle details, enquiry history, photographs, diagnostic results and records of work carried out.

We retain records where reasonably necessary to manage enquiries, maintain service history, provide repeat services, respond to future requests, handle complaints, establish or defend legal claims and meet applicable legal or accounting obligations.

We do not intend to retain personal information indefinitely without a valid reason. Records are reviewed periodically, and information that is no longer required is securely deleted or anonymised, subject to applicable legal obligations and legitimate retention requirements.

Access to customer records is restricted to authorised persons and appropriate service providers where necessary for legitimate business purposes. We take reasonable measures to protect this information against unauthorised access, loss, alteration or disclosure.

6. Customer Photographs and Social Media Permission

At the point of submitting an enquiry or job request, you may be asked:

“Allow us to upload photos to Social Media?”

You can select **Yes** or **No**.

If you select Yes: You permit BW Tech to use relevant photographs of your vehicle or completed work for the promotional purposes explained to you, such as posting on our social media pages or showcasing our services.

If you select No: We will not use your photographs for promotional purposes on the basis of that permission.

Your decision about promotional photographs is optional and does not affect your ability to request or receive our services.

Where reasonably practicable, we will avoid publishing personal information, registration numbers or other identifying details alongside promotional photographs unless separately authorised or otherwise lawfully justified.

You can withdraw your permission by contacting us at **info@bwtech.uk**. We will stop future promotional use based on that consent and take reasonable steps to remove relevant content under our control where practicable. We cannot guarantee removal of copies that have already been shared, downloaded, cached or reposted by third parties.

Photographs may still be retained where necessary for legitimate service records, evidence of work, complaints or legal obligations. Such retention is separate from promotional use.

7. Sharing Your Information

We may share relevant personal information with trusted third parties where necessary to operate our business or provide our services. These may include:

- Website hosting and technical support providers.
- Email and communications providers.
- Booking, calendar and business-management services.
- Payment providers and financial service providers.
- Secure storage and backup providers.
- Professional advisers, insurers or legal representatives.
- Law enforcement, regulators or public authorities where legally required or permitted.

We only share information where reasonably necessary and expect relevant providers to protect personal information appropriately.

Some providers may process information outside the United Kingdom. Where this occurs, we will take the steps required by applicable data protection law to ensure that the transfer is appropriately protected.

8. How Long We Keep Your Information

We retain personal information only for as long as reasonably necessary for the purposes described in this policy.

Retention periods may vary depending on the type of information, the services provided, the need to maintain service history, applicable statutory requirements, potential disputes and insurance requirements.

When information is no longer required, we will take reasonable steps to securely delete it or anonymise it, unless we are legally required or otherwise lawfully entitled to retain it.

9. Keeping Your Information Secure

We take reasonable technical and organisational measures to protect personal information against unauthorised access, accidental loss, misuse, alteration or disclosure.

These measures may include restricted access to customer records, password-protected administration areas and appropriate security measures for our website and business systems.

However, no website, database, email system or method of electronic transmission can be guaranteed to be completely secure.

If a personal data breach occurs, we will take appropriate steps in accordance with applicable legal requirements.

10. Your Data Protection Rights

Under applicable data protection law, you may have the right to:

- **Access** the personal information we hold about you.
- **Rectify** inaccurate or incomplete information.
- **Request erasure** of your personal information where the legal conditions are met.
- **Restrict processing** in certain circumstances.
- **Object** to processing based on legitimate interests or to direct marketing.
- **Request data portability** where the relevant legal conditions apply.
- **Withdraw consent** where we rely on consent.
- **Complain to the Information Commissioner's Office (ICO)** if you believe your information has been handled unlawfully.

These rights are subject to applicable legal conditions and exceptions. For example, we may need to retain certain records to comply with legal obligations or establish, exercise or defend legal claims.

To exercise your rights, contact us using the details in Section 15. We may need to verify your identity before responding.

11. Marketing Communications

We may contact you about an existing enquiry, appointment, quotation or service you have requested.

If we wish to send marketing communications about other services or promotions, we will do so only where we have an appropriate lawful basis and comply with applicable privacy and electronic communications rules.

You can object to direct marketing or unsubscribe from marketing communications at any time. We will not treat permission to use photographs for social media as permission to send marketing messages.

12. Cookies and Website Technologies

Our website may use cookies or similar technologies necessary for its operation, security and functionality.

If we use analytics, advertising or other non-essential cookies, we will provide appropriate information and obtain consent where required by law.

You may also be able to control cookies through your browser settings. Disabling certain cookies may affect website functionality.

For details of the cookies and technologies actually used on our website, please contact us or refer to any separate cookie information displayed on the website.

13. External Websites and Services

Our website may contain links to external websites, social media platforms or third-party services.

When you follow these links, those providers may collect and process your information under their own privacy policies. BW Tech is not responsible for the privacy practices of external websites that we do not control.

We recommend reviewing the relevant provider's privacy policy before submitting personal information to them.

14. Changes to This Privacy Policy

We may update this Privacy Policy when our services, systems or legal obligations change.

The latest version will be published on our website with the updated revision date. We recommend reviewing this page periodically.

15. Contact Details

For questions about this Privacy Policy, requests concerning your personal information, or withdrawal of permission for promotional photographs, contact:

BW Tech

Website: https://bwtech.uk

Email: info@bwtech.uk

If you are unhappy with how we have handled your personal information, you can raise your concerns with us first. You also have the right to complain to the UK Information Commissioner's Office (ICO):

https://ico.org.uk/make-a-complaint/

End of Privacy Policy