



PRIVACY NOTICE

SCOPE

[What Does This Notice Cover?](#)

[What Are My Rights?](#)

[What Personal Data Do We Collect And How?](#)

[What Type Of Information Is Collected From You?](#)

[Data That Is Given To Us By You](#)

[Data That's Collected Automatically](#)

[Why Do CMe Automotive Share Personal Data?](#)

[How Do You Use My Personal Data?](#)

[How Long Will You Keep My Personal Data?](#)

[How And Where Do You Store Or Transfer My Personal Data?](#)

[Do You Share My Personal Data?](#)

[Your Choices](#)

[Controlling Use Of Your Data](#)

[How Can I Access My Personal Data?](#)

[How Do I Contact You?](#)

[Changes To This Privacy Notice](#)



Background:

This Privacy Policy explains when and why we collect personal data, how we use it, the conditions under which we may disclose it to others and how we keep it secure. CMe Automotive Marketing Limited is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified then you can be assured that it will only be used in accordance with this privacy statement. Moreover, we have taken steps to make our website GDPR compliant. The new General Data Protection Regulation (GDPR) (Regulation (EU) 2016/679) came into force in May 2018. CME Automotive Marketing Limited will treat any personal data that is shared as confidential.

1. Information About Us

CMe Automotive Marketing Limited.

Limited Company registered in England under company number 12398078.

Registered address: Fareham Innovation Centre, Merlin House, 4 Meteor Way, Broom Way, Lee-on-the-Solent, PO13 9FU.

VAT number: 434301926.

Data Protection Officer: Belinda Thomas, Finance Director.

Email address: belinda@cmemedia.com.

Telephone number: 02380 170 955 Ext no 202

2. What Does This Notice Cover?

This Privacy Information explains how we use your personal data: how it is collected, how it is held, and how it is processed. It also explains your rights under the law relating to your personal data.

Personal data is defined by the UK GDPR and the Data Protection Act 2018 (collectively, "the Data Protection Legislation") as 'any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier'.

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

The personal data that we use is set out in Part 4, below.



3. What Are My Rights?

Under the Data Protection Legislation, you have the following rights, which we will always work to uphold:

- a)** The right to be informed about our collection and use of your personal data. This Privacy Notice should tell you everything you need to know, but you can always contact us to find out more or to ask any questions using the details in Part 11.
- b)** The right to access the personal data we hold about you. Section 13 will tell you how to do this.
- c)** The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. Please contact us using the details in Section 14 to find out more.
- d)** The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we hold. Please contact us using the details in Part 11 to find out more.
- e)** The right to restrict (i.e. prevent) the processing of your personal data.
- f)** The right to object to us using your personal data for a particular purpose or purposes.
- g)** The right to withdraw consent. This means that, if we are relying on your consent as the legal basis for using your personal data, you are free to withdraw that consent at any time.
- h)** The right to data portability. This means that, if you have provided personal data to us directly, we are using it with your consent or for the performance of a contract, and that data is processed using automated means, you can ask us for a copy of that personal data to re-use with another service or business in many cases.
- i)** Rights relating to automated decision-making and profiling. We do not use your personal data in this way.
- j)** For more information about our use of your personal data or exercising your rights as outlined above, please contact us using the details provided in Part 11.

It is important that your personal data is kept accurate and up to date. If any of the personal data we hold about you changes, please keep us informed as long as we have that data.



Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau.

If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office. We would welcome the opportunity to resolve your concerns ourselves however, so please contact us first, using the details in Part 11.

4. What Personal Data Do We Collect and How?

Information that users shall provide to us when:

- They fill out any of the forms that are available on CMe Automotive's website;
- They correspond with the company by phone or e-mail;
- They register to use any of our products or services;
- They register as a partner;
- They request information about products, services, prices or they seek IT consultancy;
- They subscribe to our newsletter; and
- When they send us their CV for possible job vacancies.

The information that users shall share with us may include their name, company name, e-mail address, phone number and other details, which may be required by us to provide products, services, information or support to users.

In addition, we may collect and hold some or all of the personal and non-personal data set out in the table below, using the methods also set out in the table. We do not collect any 'special category' or 'sensitive' personal data or personal data relating to children or data relating to criminal convictions and/or offences.

Data Collected	How We Collect the Data
Business information including Business Name, Job Title, Profession, Telephone numbers, Address of Business.	Taken from Contractors Agreement & New Client Form (if relevant). Data is given to us by you; and data is collected automatically.



5. What type of information is collected from you?

We collect the information that you give us by filling in the forms on our site www.cmeautomotive.com subscribing to our newsletter or by corresponding with us by phone, e-mail, social media, or otherwise.

The personal data we collect might include your name, email address, company website, country, phone number, product preference, or curriculum vitae.

6. Data that is given to us by you

CMe Automotive Marketing Limited will collect your data in a number of ways, for example:

- When you contact us through the Website, by telephone, post, e-mail or through any other means;
- When you use our services;
- In each case, in accordance with this privacy policy.

7. Data that is collected automatically

We may use your information to:

- Process a demo request you have submitted;
- Process a technical support request you have submitted;
- Process a price quote request you have submitted;
- Process a partnership request you have submitted;
- Process product and services information, you have requested;
- Seek your views or comments on the services we provide;
- Make suggestions and recommendations about products and services that might be of interest.
- Carry out our obligations arising from any contracts / agreements entered by you and us;
- Notify you of changes to our products and services;
- Send you communications which you have requested and that be of interest to you. These may include marketing information about campaigns, promotions, newsletter.
- Process a job application.



8. Why do CMe Media share Personal Data and why?

Personal data may be shared with our Service providers, including suppliers, resellers, distributors and sub-contractors we have engaged to support our business as part of providing & delivering our services.

CMe Automotive Marketing take steps to allow access to personal data only to when required to perform identified tasks and duties and to third parties who have a legitimate purpose for accessing it. Where a third party is granted access to personal data appropriate measures are put in place to ensure that the security and confidentiality of the information is maintained.

This may include other companies and by way of example the following third parties:

- AA CARS – Car Listing Platform
- Ad messenger – Mobile advertising Solution
- Boomerang media Ltd – Outdoor Advertising Company
- 75 Media - Outdoor Advertising Company
- CarGurus – Car Listing Platform
- Carwow – Car Listing Platform
- Clear Channel - Outdoor Advertising Company
- EBAY Motors – Car Listing Platform
- Bauer Media Group Limited - Radio Broadcasting & Publishing Company
- Bauer Media Outdoor - Outdoor Advertising Company
- Global Media Group Services Ltd – Broadcasting & Outdoor Advertising
- JCDecaux UK limited - Outdoor Advertising Company
- London Lites Ltd - Outdoor Advertising Company
- Radiant Media Limited t/a Alight Media - Outdoor Advertising Company
- Mass Media Outdoor Limited - Outdoor Advertising Company
- Fosco Hayes Hurdley Limited – Printing Company
- Clearcast Limited – TV Creative Commercial Clearance Company
- Rich Cope Voiceover Partnership (R&N Cope) - Script Writing & Voice over Artist Contractor
- Elisa Canas Voiceovers - Script Writing & Voice over Artist Contractor
- Mel Hampshire Voiceovers Ltd - Script Writing & Voice over Artist Contractor
- Motor Trader – Advertorial Motor Trade
- Nation Broadcasting Investments (South) Limited – Radio Broadcasting Company
- COMMUNICORP UK - Radio Broadcasting Company
- Isle of Wight Radio Ltd - Radio Broadcasting Company
- PADDLE.NET – Developers Licencing Management Platform
- Google – Ads & Analytics Engine
- Canva – Assets & Social Design Tool
- Heropost.io – Web- based Social Media Management Software
- Elementor Ltd – Word Press Editor Tool
- SERanking – all-in-one tool suite for improving online visibility and insights.



- SEMrush – all-in-one online marketing tool.
- Site Ground – Web Hosting Software
- Blackball Media – Media PR Advertising Publishing Company
- Newsquest Media Group Limited – Advertising Publishing Company
- Reach Publishing Services Ltd – Advertising Publishing Company
- Sky UK Ltd – TV Broadcasting Company
- Vision Digital – OOH Advertising Company
- Recombix – Software Developer

Any external sub-contractors who access your information in the course of providing services on our behalf will be governed by contractual restrictions to make sure that they protect your information.

We may make other organisations' services available through our websites. If we process any personal information which we collect when you access a service provided by another organisation, we do so under this privacy policy. Information these other organisations collect is governed by their own privacy policies.

9. How Do You Use My Personal Data?

Under the Data Protection Legislation, we must always have a lawful basis for using personal data. The following table describes how we use your personal data, and our lawful bases for doing so:

What We Do	What Data We Use	Our Lawful Basis
Administering our business	Office 365, SharePoint, Hubspot, Scoro, Float	Lawful basis
Supplying our services to you	Office 365, SharePoint, Hubspot, Scoro, Float	Lawful basis
Managing payments for our services	Office 365, SharePoint, Barclays Bank	Lawful basis
Communicating with you	Office 365, SharePoint, Hubspot, Xero Accounting	Lawful basis



Any personal Data you submit will be retained by CME Automotive Marketing Limited for as long as it is necessary and relevant to our services or unless you explicitly advise us to remove you from our records.

Unless we are obliged or permitted by law to do so, and subject to Section 4, your

Data will not be disclosed to third parties. This does not include our affiliates and / or other companies within our group.

All personal Data is stored securely in accordance with the principles of the Data Protection Act 1998. For more details on security see Section 13 below.

Any or all of the above Data may be required by us from time to time in order to provide you with the best possible service and experience when using our Website. Specifically, Data may be used by us for the following reasons:

- Internal record keeping;
- Improvement of our services;
- Transmission by email of promotional materials that may be of interest to you;

Contact for market research purposes which may be done using email, telephone, fax or mail. Such information may be used to customise or update the Website

In the event that any Data submitted by Users is to be transferred in such a manner, you will be contacted in advance and informed of the changes. When contacted you will be given the choice to have your Data deleted or withheld from the new owner or controller.

With your permission and/or where permitted by law, we may also use your personal data for marketing purposes, which may include contacting you by email and telephone and text message and post with information, news, and offers on our products and or services.

You will not be sent any unlawful marketing or spam. We will always work to fully protect your rights and comply with our obligations under the Data Protection Legislation and the Privacy and Electronic Communications (EC Directive) Regulations 2003, and you will always have the opportunity to opt-out. We will always obtain your express opt-in consent before sharing your personal data with third parties for marketing purposes and you will be able to opt-out at any time.



We only use your personal data for the purpose(s) for which it was originally collected unless we reasonably believe that another purpose is compatible with that or those original purpose(s) and need to use your personal data for that purpose. If we do use your personal data in this way and you wish us to explain how the new purpose is compatible with the original, please contact us using the details in Section 13.

If we need to use your personal data for a purpose that is unrelated to, or incompatible with, the purpose(s) for which it was originally collected, we will inform you and explain the legal basis which allows us to do so.

In some circumstances, where permitted or required by law, we may process your personal data without your knowledge or consent. This will only be done within the bounds of the Data Protection Legislation and your legal rights.

10. How Long Will You Keep My Personal Data?

We will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Your personal data will therefore be kept for the following periods (or, where there is no fixed period, the following factors will be used to determine how long it is kept):

Type of Data	How Long We Keep It
Identity information including name, title, date of birth, gender	7 years
Contact information including address, email address, telephone number, mobile number	7 years
Business information including business name, job title, profession	7 years
Payment information including card details	Not held
Bank account numbers	For the purpose of accounting and transacting invoice payments

11. How and Where Do You Store or Transfer My Personal Data?

The security of your personal data is essential to us and to protect your data, we take a number of important measures, including the following:

- Limiting access to your personal data to those employees, agents, contractors, and other third parties with a legitimate need to know and ensuring that they are subject to duties of confidentiality.
- Procedures are in place for dealing with data breaches (the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, your personal data) including notifying you and/or the Information Commissioner's Office where we are legally required to do so.
- We work with PC Support Limited, and all data is stored in the cloud through office 365 and SharePoint

12. Do you share My Personal Data?

We will not share any of your personal data with any third parties for any purposes, subject to the following exceptions and section 8.

If we sell, transfer, or merge parts or all of our business or assets, your personal data may be transferred to a third party. Any new owner of our business may continue to use your personal data in the same way(s) that we have used it, as specified in this Privacy Policy.

In some limited circumstances, we may be legally required to share certain personal data, which might include yours, if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

13. Your choices

You are welcome to ask for your personal information to be removed from our database. Just email hello@cmeautomotive.com or send your name and email address via the form below and we will remove any information that we contain about you.

You have a choice about whether or not you wish to receive information from us. If you do NOT want to receive direct marketing communications from us, you can exercise your right NOT to accept by NOT checking the boxes on the forms we use to collect your information.

We will not contact you for marketing purposes by email or phone unless you have given your prior consent. You can change your marketing preferences at any time by contacting us by email: hello@cmeautomotive.com



14. Controlling Use of Your Data

Wherever you are required to submit Data, you will be given options to restrict our use of that Data. This may include the following:

- Use of Data for direct marketing purposes.
- Sharing Data with third parties.
- Accessing Your Own Data
- You have the right to ask for a copy of any of your personal Data held by CMe Automotive Marketing Limited (where such data is held). Contact us by visiting the contact page and we will look forward to assisting you.
- Data security is of great importance to CMe Automotive Marketing Limited and to protect your Data we have put in place suitable physical, electronic and managerial procedures to safeguard and secure Data collected via this Website.

15. How Can I Access My Personal Data?

We wish to maintain users' personal information accurate. To this, all users are kindly requested to provide updates or corrections about their personal information by e-mail to: hello@cmeautomotive.com

You can ask us to delete or remove your personal information by sending your request to hello@cmeautomotive.com

You can ask us to stop processing your personal information for direct marketing purposes. See above.

You have the right to access the personal information we hold about you and ask for a copy of this information. Send your request to hello@cmeautomotive.com

If you want to know what personal data we have about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a "subject access request".

All subject access requests should be made in writing and sent to the email or postal addresses shown in Section 11. To make this as easy as possible for you, a Subject Access Request Form is available for you to use. You do not have to use this form, but it is the easiest way to tell us everything we need to know to respond to your request as quickly as possible.



There is not normally any charge for a subject access request. However, if your request is 'manifestly unfounded or excessive' (for example, if you make repetitive requests) a fee may be charged to cover our administrative costs in responding.

We will respond to your subject access request within 21 days and, in any case, not more than one month of receiving it. Normally, we aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required up to a maximum of three months from the date we receive your request. You will be kept fully informed of our progress.

16. How Do I Contact You?

To contact us about anything to do with your personal data and data protection, including to make a subject access request, please use the following details (for the attention of Belinda Thomas):

Email address: belinda@cmemedia.com

Telephone number: 02380 170955.

Postal Address: Fareham Innovation Centre, Merlin House, 4 Meteor Way, Broom Way, Lee on the Solent, PO13 9FU

17. Changes to this Privacy Notice

We may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection. Where these changes are significant or we think you need to be aware of them, we will take steps to notify you of the changes.

This Privacy Notice was last updated on 6th October 2025.

