

Privacy Policy

eDynamix provides hosted software solutions to the automotive industry, seamlessly integrated into sales and service processes. Our goal is to enhance dealership productivity, improve operational efficiency, and drive customer retention.

In delivering these services, we may need to process personal information about you.

At eDynamix, we take data protection and information security seriously. We are fully committed to safeguarding your privacy and handling your personal data responsibly and transparently.

This Privacy Policy explains how we collect, use, and protect your personal data. It also outlines your rights under applicable data protection laws and how you can exercise them.

Who we are

For the purposes of the UK General Data Protection Regulation (UK GDPR), eDynamix UK Ltd acts as a Data Controller in relation to personal data we collect and manage directly—such as information about our employees or any data where we determine the purpose and method of processing.

In other circumstances, eDynamix acts as a Data Processor. This means we process personal data on behalf of a third party (typically a business or organisation you have a direct relationship or contract with), under their instructions.

This Privacy Policy applies only when eDynamix UK Ltd is acting as a Data Controller. It should be read alongside any other privacy, or fair processing notices we may issue on specific occasions, to ensure you are fully informed about how and why your personal data is being used.

Where we are acting as a Data Processor, the responsibility for providing you with relevant privacy notice lies with the Data Controller.

Our registered office address is:

eDynamix UK Ltd
The Rivergreen Centre
St Mary Lane
St Mary Park
Morpeth
Northumberland
NE61 6BL

If you have questions about how we process personal data, or would like to exercise your data subject rights, please email us at compliance@edynamix.com

Collection of Personal Data

The information that we collect and store relating to you is primarily used to enable us to provide our services to you. The personal data we hold on to you may include:

- General information such as your name, address, email address, contact numbers and vehicle registration numbers.
- Financial information such as bank details.

The data we hold will only be relevant to the service you have enquired about, the requirements of the service you have purchased, the contract that you have entered with us and to manage communication between us. By submitting these details to us you enable us to process your information to fulfil our obligation under contract or to carry out the service you have entered efficiently and effectively.

Our services are not intended for children under the age of 16, and we do not knowingly collect personal data from children without verified parental or guardian consent. If we discover that we have collected data from a child without such consent, we will delete it as soon as reasonably possible. If you believe we might have collected such data, please contact us at compliance@edynamix.com.

Legal basis for processing personal data

At eDynamix, we are committed to processing your personal data fairly, lawfully, and transparently. We only use your data for purposes that are necessary for delivering our services, fulfilling our contractual obligations, or where there is a lawful basis to do so.

This may include processing data as part of our direct relationship with you, or on behalf of our customers with whom you may have a direct contract.

The table below outlines the types of personal data we collect, the purposes for which we process it, and the corresponding lawful bases under data protection legislation. It also indicates where personal data may be shared with third parties.

We maintain strict internal controls to ensure that only authorised personnel within our organisation can access your data, and only when necessary. Where data is shared externally, we do so in accordance with applicable legal requirements and ensure appropriate safeguards are in place.

eDynamix Module	Description	Types of Data	Lawful Basis	Retention Period	Data Shared
Service Plan Quote	When a Service Plan has been quoted however it has not been confirmed.	Name, address, email and phone details, vehicle information	Solicited – Contract Unsolicited – Either Consent or Legitimate Interests	Archived after 90 days of inactivity. Deleted after 6 months. Customer details deleted if not required for other reasons.	Internally only
Service Plan Contract	When a Service Plan has been confirmed with the customer.	Name, address, email and phone details, vehicle information & bank details	Contract	Archived after expiration date. Deleted 6 years after contractual obligations	Internally and any third parties whose products or services you may have purchased from us

				have been fulfilled. Customer details deleted if not required for other reasons.	
Repair Plan Contract	When a Repair Plan has been confirmed with the customer.	Name, address, email and phone details, vehicle information & bank details	Contract	Archived after expiration date. Deleted 6 years after contractual obligations have been fulfilled. Customer details deleted if not required for other reasons.	Internally and any third parties whose products or services you may have purchased from us
Finance Plan Contract	When a Finance Plan has been confirmed with the customer.	Name, address, email and phone details, vehicle information & bank details	Contract	Archived after expiration date. Deleted 6 years after contractual obligations have been fulfilled. Customer details deleted if not required for other reasons.	Internally and any third parties whose products or services you may have purchased from us
Online Service Plan Quote	When a Service Plan has been quoted however it has not been confirmed.	Name, address, email and phone details, vehicle information	Contract	Archived after 90 days of inactivity. Deleted after 6 months. Customer details deleted if not required for other reasons.	Internally only
iVHC	Vehicle health check system for all vehicles that enter a workshop.	Name, address, email and phone details, vehicle information	Contract	Vehicle information will be kept indefinitely however personal data will be deleted 6 years after the	Internally and any third parties whose products or services you may have purchased from us

				completion date.	
Follow Up	Remind customers of annual service obligations and work identified from previous iVHC in a timely manner.	Name, address, email and phone details, vehicle information	Consent or Legitimate Interests	Vehicle information will be kept indefinitely however personal data will be deleted after 6 years of completion of the contract or after 12 months if there is no-contract related.	Internally and any third parties whose products or services you may have purchased from us
Follow Up Questionnaires (Survey)	Short online questionnaire to gain insight into a customer's visit to the dealership.	Name, address, email and phone details, vehicle information	Consent or Legitimate Interests	Delete information after 3 years	Internally only
Courtesy Car	When booking a service, a customer can book a courtesy vehicle.	Name, address, email and phone details, vehicle information, driving license number, date of birth	Contract	Vehicle information will be kept indefinitely however personal data will be deleted 6 years after the completion date.	Internally only
Online Bookings	Allows customers to book into the dealership at any time of day or night at a date and time to suit their requirements.	Name, address, email and phone details, vehicle information	Contract /Legitimate interest and consent	Vehicle information will be kept indefinitely however personal data will be deleted 6 years after the completion date.	Internally only
Video1st	Personalised videos and photographs delivered to the	Name, address, email and phone	Solicited – Contract Unsolicited – Either Consent	Delete after 365 days. iVHC customer	Internally only

	customer via email and SMS.	contact details, vehicle information	or Legitimate Interests	videos – delete after the iVHC record is present in the system, but no later than 6 years after the completion date.	
Sales Desk	Enquiries Appointments Sales	Name, address, email and phone contact details, vehicle information & bank details	Solicited – Contract Unsolicited – Either Consent or Legitimate Interests	Enquiries and Appointments - will hold information for 3 years after this customer details will be anonymised. Sales - will hold information for 5 years after this customer details will be anonymised.	Internally only
iConsent	Capture of customer consent preferences for marketing purposes.	Name, address, email and phone contact details, vehicle information & bank details	Solicited – Contract Unsolicited – Either Consent or Legitimate Interests	Archive 3 years after collection	Internally only
GDPR Daily Cleanse	Allows dealers to compare customer data with the consent database en masse.	Name, address, email and phone contact details, vehicle information & bank details	Solicited – Contract Unsolicited – Either Consent or Legitimate Interests	Consent is held separately from customer records and cannot be used to identify and individual	Internally only
System User Retention	Users of the eDynamix system who are not the end customer (employees of	Name, address, email, and phone contact details	Contract	Indefinitely until such time as either the user or party with sufficient	Internally only

	dealers, OEMs, etc)			authority indicates the user's personal information should be removed from the system.	
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Legal basis for processing personal data

We process personal data under several lawful bases, depending on the nature of the interaction and the purpose of processing:

Consent

We rely on your consent to send email marketing communications, except where you are an existing customer or have previously requested information from us. When consent is required, we record when and how it was obtained, along with the specific information you were given at the time. This ensures transparency and accountability.

You have the right to withdraw your consent at any time by contacting us at compliance@edynamix.com. We will always clearly explain how your data will be used and provide access to our privacy policy. You may change your preferences at any time.

Contract

We process your personal data where it is necessary for the performance of a contract, or to take steps at your request prior to entering a contract. This includes managing the pre-contractual and ongoing contractual relationship between eDynamix, its clients, and customers.

Legitimate interests

Our legitimate interests include: communicating with our business customers to keep them informed about our products and services; understanding our customers; developing our business, products and services; informing our marketing strategy; keeping our website updated and relevant; the provision of internal administration and IT services, network security and fraud prevention; to comply with our legal obligations; processing in the context of a business re-organisation or group restructure; and promoting best practice, in all cases where your interests and fundamental rights do not override those interests.

Marketing

We may use your personal data to better understand the needs and interests of our business customers, allowing us to tailor and deliver information relevant to your use of our products and services. This processing is carried out as part of our legitimate interest in developing and growing our business.

You will receive marketing communications from us if you have previously requested information or purchased services from us and have not opted out of receiving such communications.

We will always seek your explicit consent before sharing your personal data with any third parties for their own marketing purposes.

You can opt out of receiving marketing communications from us at any time by contacting us directly.

Profiling and Automated Decision Making

We do not rely solely on automated decision-making processes that produce legal effects or similar significant impacts on individuals.

Where we use automated tools—such as for sending service reminders or providing personalised recommendations, these processes are always overseen or reviewed by a human before any final decisions are made.

Should our approach to automated decision-making change, we will inform you and clearly explain your rights, including the right to object and to request human intervention.

Sharing personal data

Where appropriate, we may share your personal information with our subsidiaries to support the delivery of products or services you have requested, or where you have entered into a contract with us or another data controller.

eDynamix only shares personal data with trusted third parties for specific purposes, such as print management, business messaging, and payment automation services. These partners assist us in providing service reminders (e.g., via SMS), informing you of upcoming services, and facilitating payment collection.

All third-party providers undergo thorough security checks and due diligence to ensure your personal data is handled securely once transferred.

Some of our third-party partners may operate outside the United Kingdom or the European Economic Area (EEA). In such cases, we ensure compliance with all applicable data protection laws and implement appropriate safeguards to protect your information.

If you would like more details about the safeguards we use when transferring personal data outside the UK or EEA, please contact us.

Storage of personal data

eDynamix UK is headquartered in Morpeth, Northumberland. All personal data is securely stored on servers located within the United Kingdom.

To deliver our services effectively, we also work with third-party cloud providers. These providers operate from secure data centres, which hold a range of industry-recognised certifications, including ISO 27001, Cyber Essentials Plus, ISO 9001, and ISO 22301. These certifications reflect the robust technical and operational measures in place to always protect personal data.

While we take data security seriously, it's important to note that the transmission of information over the internet is not entirely secure. As such, any data you send to us electronically is done so at your own risk.

We are committed to ensuring that any personal data we hold is relevant, limited to what is necessary, and retained only for as long as needed. Typical data retention periods are outlined in the table above. In some cases, we may need to retain personal information for longer, but only where there is a legitimate reason to do so.

Security measures

eDynamix Business Management System (BMS) is certified to ISO/IEC 27001:2022 and ISO/IEC 22301:2019, demonstrating our commitment to information security and business continuity. We have implemented appropriate controls to help protect personal data and ensure continuity of service.

Risk assessment is a core element of our BMS, with particular attention given to identifying and mitigating risks to the rights and freedoms of data subjects.

We routinely test, assess, and evaluate the effectiveness of our technical and organisational measures. This ensures the continued confidentiality, integrity, availability, and resilience of our processing systems and services.

However, it's important to recognise that no system can be completely immune to all security threats. You are responsible for taking appropriate precautions to protect your own information. eDynamix cannot accept liability for security breaches that occur outside of our control or beyond the boundaries of our systems.

Your right as a data subject

As a data subject whose personal information we process, you have certain rights. If you wish to exercise any of these rights, please email compliance@edynamix.com or use the information supplied in the Contact us section below.

The right to be informed

As data providers, we are obliged to provide clear and transparent information about our data processing activities. This is provided by this privacy policy and any related communication we may send you.

The right to access

You may request a copy of the personal data we hold about you free of charge. Once we have verified your identity and, if relevant, the authority of any third-party requestor, we will provide access to the personal data we hold about you as well as the following information:

- a) The purposes of the processing
- b) The categories of personal data concerned
- c) The recipients to whom the personal data has been disclosed
- d) The retention period or envisioned retention period for that personal data
- e) When personal data has been collected from a third party, the source of the personal data.

The right to rectification

If you believe we hold inaccurate, incomplete, or out-of-date information about you, you have the right to request that we amend your details accordingly. We may need to ask you some security questions for verification purposes and may require additional evidence relating to the change of details where necessary.

The right to erasure (the 'right to be forgotten')

Where no overriding legal basis or legitimate reason continues to exist for processing personal data, you may request that we delete the personal data. We will take all reasonable steps to ensure erasure unless we are unable to comply with your request, for example if you are still in contract with us.

The right to restrict processing

You have the right to request that the processing of your personal data is restricted. We will still hold the data but will not process it any further. This right is an alternative to the right to erasure. If one of the following conditions applies you may exercise the right to restrict processing:

- a) The accuracy of the personal data is contested.
- b) Processing of the personal data is unlawful.
- c) We no longer need the personal data for processing, but the personal data is required for part of a legal process.
- d) The right to object has been exercised and processing is restricted pending a decision on the status of the processing.

The right to data portability

You may request your set of personal data be transferred to another controller or processor, provided in a commonly used and machine-readable format. This right is only available if the original processing was based on consent, the processing is by automated means and if the processing is based on the fulfilment of a contractual obligation.

The right to object

You have the right to object to our processing of your data where:

- Processing is based on legitimate interest;
- Processing is for the purpose of direct marketing;

- Processing is for the purposes of scientific or historic research; or
- Processing involves automated decision-making and profiling.

Different purposes

eDynamix may want to use your personal data for a different purpose than it was originally provided. If eDynamix wants to do this, we will require your specific and informed consent. We may need to contact you via telephone, email, or post to obtain your consent and if you choose not to opt in eDynamix will endeavour not to contact you again relating to this matter unless it is the normal course of business.

Other information we may collect

Internet browser

Most websites collect certain analytical data to help them understand browsing habits of users. This may include collection of IP addresses, operating system type, geographic area of user, time of use, type of browser, pages visited and many more. This information is only used to monitor site usage levels and trends.

Email Tracking

We use email tracking technologies to better understand how our communications are received and interacted with. This may include tracking whether an email we sent was opened, the time it was opened, the device used to open it, and any links that were clicked within the email. This data helps us improve the relevance and effectiveness of our communications.

If you prefer not to be tracked in this way, you can opt out of email communication at any time by following the unsubscribed link provided in our emails or by contacting us directly.

Cookies

Our use of cookies is governed by our Cookies Policy, which explains the types of cookies we use, their purpose, and how you can manage your preferences.

For the purposes of this Privacy Policy, cookies are small text files that are downloaded to your personal computer, mobile device, or other equipment when you visit a website. These files are then returned to the originating website on each subsequent visit or to another website that recognizes the cookie.

Cookies are used to enhance your browsing experience by:

- Remembering your preferences and settings,
- Enabling faster and more efficient navigation,
- Ensuring any advertisements shown are more relevant to your interests.

You can review and manage your cookie preferences at any time via your browser settings or by referring to our full Cookies Policy at www.edynamix.com.

Third party websites

Version 7.0

Last Updated: June 2025

Our websites may contain links to third party websites which are outside our control and are not covered by this privacy notice. For use of these websites please refer to the privacy policy on the third-party website.

Please note that the inclusion of a link on our websites does not imply our endorsement of that site or the policies that are contained within it.

Compliance

The Compliance manager has overall responsibility for this notice, and for reviewing the effectiveness of actions taken in response to breaches raised under this policy. This policy will be reviewed from a legal and operational perspective at least once a year.

In accordance with Article 30 of the UK GDPR, we maintain up-to-date internal records of our data processing activities. These include the categories of data subjects, types of data processed, purposes of processing, retention periods, data recipients, and safeguards for international transfers.

Reporting breaches

For eDynamix to deal with any breaches of this notice effectively, and should any employee, third party, client, website users and customers become aware of any potential or actual breach of this notice, please notify us at compliance@edynamix.com so that we may fully investigate the breach and resolve any issues found.

General

In respect of the UK GDPR, eDynamix are data controllers when it comes to our employees, and any data where we decide the method and means of processing. For all other types of data eDynamix are considered a data processor which means the processing of your data is controlled by a third party that you are under a contract with.

We may update this Privacy Policy from time to time to reflect changes in legal, regulatory, or operational requirements. When we update the policy, we will post the new version on our website and, where appropriate, notify you by email or via our systems. We encourage you to review this policy regularly to stay informed about how we are protecting your data.

Contact us

The Compliance Manager is responsible for overseeing data protection activities, including GDPR compliance, training, and handling data subject requests. Following Article 39 of GDPR, the Compliance Manager has the necessary skills and experience to perform the tasks of a Data Protection Officer. While the company is not required to appoint a formal Data Protection Officer under Article 37 of the GDPR, this role fulfils many of the same functions.

For any inquiries, feedback, or requests related to this Privacy Policy or the processing of your personal data, please contact our Compliance Manager at compliance@edynamix.com.

Alternatively, you can contact us at our Head Office using the following postal address or telephone number:

Julie Roche
eDynamix UK Ltd
The Rivergreen Centre
St Mary Lane
St Mary Park
Morpeth
Northumberland
NE61 6BL

Telephone: +44 (0)345 413 0000

Our Compliance Department is open 9:00 am – 5:00 pm, Monday to Friday.

Complaints

If you have a complaint or concern, please do not hesitate to contact us using the contact details provided above. We are committed to addressing all complaints promptly and treating them with the utmost confidentiality.

If you are not satisfied with how we have handled your data or with our response to your complaint, you have the right to escalate the matter to the Information Commissioner's Office (ICO). You can contact the ICO at: <https://ico.org.uk/global/contact-us/>