

Last Updated: 27/05/2025

1. Introduction

Merlin Performance ("we", "our", "us") is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, store, and share your personal data when you interact with us online, in person, or via other means.

We are registered in England and Wales, and our registered office is at:

Unit 4, Vitrage Technical Park, Poole, BH170GL

Company Registration Number: **15945896**

FCA Firm Reference Number: **1027001**

If you have any questions about this policy, please contact us:

Email: **info@merlin-performance.com**

Phone: **01202 933758**

2. What Information We Collect

We may collect and process the following categories of personal data:

- **Identity Information:** Name, date of birth, gender
- **Contact Information:** Address, phone number, email address
- **Vehicle Information:** Vehicle registration, purchase history, modification details
- **Financial Information:** Payment details, credit check data (if applying for finance)
- **Technical Data:** IP address, browser type, cookies, website usage
- **Marketing Preferences**

3. How We Collect Your Data

We may collect your data when:

- You visit our website or social media pages
- You make an enquiry or purchase
- You use our tuning or servicing services
- You apply for finance or warranty products
- You enter competitions or promotions
- You subscribe to our newsletter

4. How We Use Your Data

We may use your personal information to:

- Process sales and service transactions
- Provide customer support
- Arrange vehicle finance or warranties
- Notify you about important service updates
- Send marketing communications, if you have opted in
- Comply with legal or regulatory obligations

5. Legal Bases for Processing

We may process your data under the following legal bases:

- **Consent** – when you opt-in to marketing or communications
- **Contract** – to fulfil a service or sale agreement
- **Legal Obligation** – to meet regulatory or legal requirements
- **Legitimate Interest** – to improve our services and customer experience

6. Sharing Your Data

We may share your information with:

- Finance providers (where you request finance services)
- Warranty or insurance providers
- Regulators (e.g., the Financial Conduct Authority)
- IT service providers and CRM systems
- Legal or professional advisors
- Marketing platforms (only if you've given consent)

We will never sell your personal data to third parties.

7. Data Retention

We may retain your personal data for as long as is necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

8. Your Rights

You have the right to:

- Access the personal data we hold about you
 - Request correction or deletion of your data
 - Object to or restrict certain types of processing
 - Withdraw consent where given
 - Lodge a complaint with the **Information Commissioner's Office (ICO)**
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9. Cookies and Tracking

Our website uses cookies to improve user experience.

10. Changes to This Policy

We may update this Privacy Policy from time to time. The latest version will always be available on our website.

11. Contact Us

For any questions or to exercise your rights, please contact:

Email: info@merlin-performance.com

Phone: **01202 933758**

Address: **Unit 4, Vitrage Technical Park, Poole, BH170GL**