

## **Privacy Policy**

**Effective Date:** 01 September 2025

Motor Value (“we”, “our”, “us”) respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, and safeguard your data when you use our website and services.

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### **1. Information We Collect**

We may collect the following personal information when you use our services:

- Name, surname, and contact details (phone number, email address).
  - Vehicle details (make, model, year, mileage, registration, etc.).
  - Copies of identification or proof of ownership (where required for transactions).
  - Payment details (only when necessary for processing refunds).
  - Technical data such as IP address, browser type, and cookies.
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### **2. How We Use Your Information**

We process your personal information for the following purposes:

- To provide vehicle valuations and buying/selling services.
  - To communicate with you regarding offers, transactions, or inquiries.
  - To verify ownership and prevent fraud.
  - To comply with legal and regulatory obligations.
  - For marketing purposes (only with your consent).
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### **3. Legal Basis for Processing**

We process your information in accordance with POPIA under the following lawful bases:

- Your consent.
- Contractual necessity (to process transactions).
- Compliance with legal obligations.

- Our legitimate business interests (fraud prevention, improving services).
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#### **4. Sharing of Information**

We may share your personal information with:

- Our trusted business partners (e.g., payment processors, compliance services).
  - Law enforcement or regulators where legally required including Department of Home Affairs.
  - No personal information will be SOLD to third parties.
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#### **5. Data Security**

We implement reasonable technical and organizational measures to protect your information from unauthorized access, loss, or misuse. However, no system is 100% secure.

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#### **6. Data Retention**

- We retain your personal information only for as long as necessary to provide our services or comply with legal obligations.
  - Vehicle and transaction records may be retained for accounting and compliance purposes.
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#### **7. Your Rights (POPIA)**

You have the right to:

- Access the personal information we hold about you.
  - Request correction of inaccurate or incomplete data.
  - Request deletion of your data (where legally permissible).
  - Withdraw consent for marketing communications.
  - Lodge a complaint with the Information Regulator (South Africa).
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## **8. Cookies & Tracking**

Our website may use cookies to improve user experience, track website performance, and deliver relevant content. You can disable cookies in your browser settings.

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## **9. Third-Party Links**

Our website may contain links to external sites. We are not responsible for the privacy practices of those websites.

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## **10. Updates to this Policy**


We may update this Privacy Policy from time to time. Updated versions will be posted on our website with a revised effective date.

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## **11. Contact Us**

If you have any questions or concerns about this Privacy Policy or how we process your data, please contact us:

 Email: [info@motorvalue.co.za](mailto:info@motorvalue.co.za)

 Phone: 079 688 0157

Thank You