



GDPR Policy



GDPR Privacy Policy

Backstage ADI Solutions Ltd

Effective Date: 12 May 2026

Backstage ADI Solutions Ltd (“we”, “us”, “our”) is committed to protecting and respecting your privacy in accordance with the UK General Data Protection Regulation (“UK GDPR”) and the Data Protection Act 2018.

This Privacy Policy explains how we collect, use, store, and protect your personal information.

1. Who We Are

Backstage ADI Solutions Ltd provides dual controlled vehicle leasing and related services for driving instructors, PDIs, and ADIs throughout the UK.

If you have any questions regarding this policy or your data, please contact us using the details on our website or customer documentation.

2. Information We Collect

We may collect and process the following personal data:

- Full name
- Address
- Telephone number
- Email address
- Driving licence details
- Payment and banking information
- Insurance information
- Vehicle usage and mileage data
- Correspondence records
- IP address and website usage data
- Identification documents where required

3. How We Collect Your Information

We collect information when you:

- Enquire about our services
- Enter into a vehicle hire or lease agreement
- Contact us by telephone, email, WhatsApp, social media, or website forms
- Make payments
- Use our website
- Participate in promotions or competitions

4. How We Use Your Information

We use your information for legitimate business purposes including:

- Providing vehicle leasing and related services
- Managing agreements and customer accounts
- Arranging insurance, servicing, maintenance, and breakdown support
- Processing payments and outstanding balances
- Vehicle tracking, recovery, and collection where contractually required
- Communicating regarding agreements and renewals
- Fraud prevention and security
- Legal and regulatory compliance
- Marketing communications where consent has been provided

5. Legal Basis for Processing

We process your personal data under one or more of the following lawful bases:

- Performance of a contract
- Compliance with legal obligations
- Legitimate business interests
- Consent (where required)

6. Sharing Your Information

We may share your information with:

- Finance and payment providers
- Insurance companies and brokers
- Vehicle suppliers and maintenance providers
- Recovery and breakdown companies
- Debt recovery agents and solicitors
- Regulatory authorities where legally required
- IT and software service providers

We will only share information necessary for the relevant purpose.

7. Data Retention

We retain personal information only for as long as necessary to fulfil contractual, legal, regulatory, and accounting obligations.

Where data is no longer required, it will be securely deleted or anonymised.

8. Data Security

We take appropriate technical and organisational measures to protect your data against unauthorised access, loss, misuse, or disclosure.

These measures include secure systems, restricted access, password protection, and secure document storage.

9. Your Rights

Under UK GDPR, you have the right to:

- Request access to your personal data
 - Request correction of inaccurate data
 - Request deletion of your data
 - Restrict or object to processing
 - Request transfer of your data
 - Withdraw consent where processing relies on consent
 - Lodge a complaint with the Information Commissioner's Office (ICO)
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10. Subject Access Requests

You may request a copy of the personal information we hold about you by submitting a Subject Access Request.

We will normally respond within one calendar month.

11. Cookies and Website Data

Our website may use cookies and analytics tools to improve user experience and monitor website performance.

You may manage cookie preferences through your browser settings.

12. Marketing Communications

We may contact you regarding promotions, renewals, and services where lawful to do so.

You may opt out of marketing communications at any time.

13. Third-Party Links

Our website or communications may contain links to third-party websites. We are not responsible for their privacy practices or content.

14. Changes to This Policy

We reserve the right to update this Privacy Policy at any time. Updated versions will be published on our website.

15. Contact Information

If you have any questions regarding this Privacy Policy or your personal data, please contact:

Backstage ADI Solutions Ltd

Email: luke@backstageaid.co.uk

Telephone: 07540 634293

Website: www.backstageadi.co.uk