



Traditional Values...  
...in a Changing World

Cuff Miller & Co. (Littlehampton) Ltd  
Horsham Road  
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West Sussex  
BN17 6BX

Tel: 01903 714367  
Fax: 01903 711909  
email: info@cuffmiller.co.uk  
www.cuffmiller.co.uk

## Right to Erasure

Under the General Data Protection Regulation, Article 17; you have the 'right to be forgotten' this means that we will remove your data from our system, including our Dealer Management System and all marketing. (Note: Ford Motor Company will continue to notify you of any safety related recall for any Ford vehicle you own).

### What we need from you

To process your request, we will need some details from you as detailed below.

We will also need to confirm your identity; you are welcome to provide a copy of your ID via email or by showing this to us in person on site.

<b>Name</b>	
<b>Address</b>	
<b>Registration number(s)</b>	
<b>Approximate date range that we have provided goods or a service to you.</b>	i.e. 1992 - 2012
<b>Contact email or phone number (So that we can contact you)</b>	

### Important information

As per the guidelines set out by the Information Commissioner's Office (2018g) will not apply in the following instances where your information is required:

- to exercise the right of freedom of expression and information;
- to comply with a legal obligation;
- for the performance of a task carried out in the public interest or in the exercise of official authority;
- for archiving purposes in the public interest, scientific research historical research or statistical purposes where erasure is likely to render impossible or seriously impair the achievement of that processing; or
- for the establishment, exercise or defence of legal claims.





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It is also noted that invoices containing customer information are kept as is required by law for “6 years from the last company financial year.” (gov.uk, 2018b). Such legal requirement takes precedent and these will be deleted after 7 years of invoice.

#### **When will this be completed?**

We aim to complete all requests within 28 days ‘without undue delay’. In most cases this will be quicker.

Where a request is particularly complex this may take longer. If this is the case we will contact you as soon as is possible.

#### **Please address letters or email correspondence to:**

GDPR Team  
Cuff Miller and Co Littlehampton Ltd.  
Horsham Road  
West Sussex  
BN17 6BX

Or

[admin@cuffmiller.co.uk](mailto:admin@cuffmiller.co.uk)

For your records, our Privacy Statement is available at [CuffMiller.co.uk/Privacy](http://CuffMiller.co.uk/Privacy)

#### **References:**

Gov.uk (2018b) Running a limited company  
<https://www.gov.uk/running-a-limited-company/company-and-accounting-records>  
(Accessed Online 05/05/2018)

Information Commissioner’s Office (2018g) Right to Erasure  
<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/right-to-erasure/> (Accessed Online 15/05/2018)



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