

Business Function	Purpose of Processing	Retention Schedule
Sales	Sales Enquiry	7 years
Sales	Part Exchange Valuation	7 Years
Sales	Finance Settlement Request	7 Years
Sales	Finance Proposal	7 Years
Sales	Test Drive	7 Years
Sales	Sales Order	7 Years
Sales	Free 7 day Insurance	7 Years
Sales	Finance Agreement	7 Years
Sales	Credit / Debit Card Details	Disposed After Use (Email & Paper)
Sales	Direct Marketing	6 years
Service	Sales Enquiry	7 years
Service	Sales Order	7 years
Service	Courtesy Car	7 Years
Service	Credit / Debit Card Details	Disposed After Use (Email & Paper)
Service	Direct Marketing	6 years
Parts	Sales Enquiry	7 Years
Parts	Sales Order	7 Years
Parts	Credit / Debit Card Details	Disposed After Use (Email & Paper)
Parts	Direct Marketing	6 Years
Leasing Companies	Updates	4 years
Newsletter	Updates	6 years
CCTV	Protection of property	Max. 90 days
CRM	Proof of Identification	6 years
CRM	Consents and Preferences	6 years
CRM	Preference Amendments	6 years
CRM	Unsubscribe	6 years
CRM	Data Subject Access Request	6 years
CRM	Right to be Forgotten	Disposed After Use (Email & Paper)
CRM	Cookies, Google Analytics and IP	6 years
CRM	Voice Recordings	Mostly 30 days (Max. 130 days)
CRM	Emails, DMS Notes	6 years