

Motortech.ai Privacy Policy

Effective Date: [15/10/2026]

1. Introduction

This privacy notice explains how Motortech.ai, part of Migogo Ltd, and a Keyloop company, (“we”, “us”, or “our”) collects and uses personal data when you interact with our website (<https://motortech.ai>), including when you:

- Submit an enquiry
- Request a demo
- Sign up to receive marketing communications
- Browse our website

It also explains how we use business contact data to send business-to-business marketing about our products and services, including our AIME product, and to show relevant advertising on social media and search platforms (see section 6).

Our role

Motortech.ai provides a B2B SaaS platform.

- When we process personal data through our platform on behalf of customers, we act as a data processor. This processing is governed by separate agreements, including our Data Processing Agreement.
- This privacy notice applies only to personal data we process as a data controller for our own purposes (such as website use, enquiries, and marketing).

2. Contact Details

If you have any questions about this privacy notice or how we use your data, you can contact us at:

Email: support@motortech.ai

Data Protection Officer: DPO@keyloop.com

3. What Information We Collect

We may collect the following types of personal data:

- Name, job title and business contact details (e.g. email address and telephone number)
- Company information
- Enquiry or communication details
- Website usage data (such as pages visited and interactions, including via cookies)

For more information about how we use cookies, please see our Cookie Policy.

For the business-to-business marketing and platform advertising described in section 6, we use business contact data only. We do not use special category data (such as data about health, race or political opinions) for any of the purposes described in this notice.

4. How We Use Your Information

We use your personal data to:

- Respond to enquiries and provide requested information
- Provide demos or information about our services
- Send marketing communications about our products and services, including our AIME product, by email and, where our screening checks allow, by telephone
- Show you relevant advertising for our products on LinkedIn, Meta (Facebook and Instagram) and Google, and create lookalike audiences on Meta
- Improve our website and user experience

- Maintain the security and performance of our website

5. Lawful Bases

Under UK data protection law, we must have a lawful basis for processing personal data. We rely on the following:

- Consent – for marketing communications to people who sign up through our website, and non-essential cookies
- Legitimate interests – to respond to enquiries and improve our website; for business-to-business marketing to contacts who have not signed up through our website (including contacts we received from ATG, see section 7); for marketing relevant products and services to customers who have a contract with us; and for the platform advertising and lookalike audiences described in section 6
- Pre-contractual steps – where you request information about our services

Where we rely on legitimate interests for marketing, our interest is in marketing and promoting our products to relevant business contacts to generate leads and grow our business. We have carried out a legitimate interests assessment to balance our interests against your rights. You can object to this marketing at any time (see section 6).

6. Marketing

Email and telephone marketing

If you sign up to receive marketing communications, we may send you updates about our products, services, and company news.

We may also send business-to-business marketing about our AIME product and our other relevant products and services to business contacts who have not signed up through our website, by email and, where our screening checks allow, by telephone. This includes people who gave their details to ATG and agreed to receive information, and customers who have a contract with us.

Advertising on social media and search platforms

To show you relevant advertising for our products, we share your business contact details (company name, email address and telephone number) with the following platforms so they can match them to your account:

- LinkedIn (LinkedIn Matched Audiences)
- Meta (Meta Customer List Custom Audiences)
- Google (Google Customer Match)

Your contact details are hashed (converted into a scrambled form) before or during upload. Each platform acts as our processor and may only use the data to carry out the matching on our behalf. The platforms cannot use your data for their own purposes.

Lookalike audiences

We may also ask Meta to create a “lookalike” or “similar” audience. This means we ask Meta to show our AIME advertising to other businesses whose characteristics are similar to yours. We use your business email address and telephone number only as a starting point (a “seed”) for this, and we do not receive any personal data about the new audience.

How to opt out

You can object to any of our marketing, including platform advertising and lookalike audiences, at any time. This is an absolute right, and if you object we will stop using your data for that purpose without delay. You can do this by:

- Clicking the unsubscribe link in our emails;
- Updating your choices on our marketing and data preferences page at <https://motortech.ai/data-preferences>, where you can opt out of email marketing, telephone marketing and platform advertising separately or all together; or
- Contacting us at support@motortech.ai

Objecting also removes your details from future uploads to the platforms and from any lookalike seed. Lists already uploaded are deleted or refreshed in line with each platform's own rules (see section 8).

7. Where We Get Personal Information From

We collect personal data:

- Directly from you (e.g. when you submit a form or contact us)
- Automatically via cookies and similar technologies when you use our website
- From ATG, which is now part of the Keyloop group, where you gave your details to the ATG team and agreed to receive information

8. How Long We Keep Information

We retain personal data only for as long as necessary for the purposes for which it was collected.

In most cases:

- Enquiry and marketing data is retained for up to 24 months after your last meaningful interaction, unless you ask us to stop contacting you sooner
- Contact lists we upload to advertising platforms are deleted or refreshed in line with each platform's own rules. For example, LinkedIn deletes an uploaded contact list within 30 days, Meta deletes the list after the matching process is complete, and Google list memberships expire after 540 days

We may retain data for longer where required to comply with legal obligations. Where appropriate, data is securely deleted or anonymised.

9. Who We Share Information With

We may share personal data with:

- Other members of the Keyloop group
- Service providers (such as hosting, analytics, and email platforms)
- Advertising platforms (LinkedIn, Meta and Google), acting as our processors, for the platform advertising described in section 6
- Professional advisors (such as legal or accounting services)
- Regulators or authorities where required by law

10. International Transfers

Where necessary, we may transfer personal data outside of the UK.

When we do so, we ensure appropriate safeguards are in place, such as:

- The UK International Data Transfer Addendum to Standard Contractual Clauses
- Transfers to countries recognised as providing adequate protection

The advertising platforms named in section 6 are based in, or transfer data to, the United States. The safeguards for these transfers are:

- LinkedIn – Standard Contractual Clauses
- Meta – the UK Data Transfer Addendum, for transfers to Meta Platforms, Inc.
- Google – the UK Extension to the EU-U.S. Data Privacy Framework, with Standard Contractual Clauses as a fallback

For more information about specific transfers, please contact us.

11. Your Data Protection Rights

Under UK data protection law, you have rights including:

- The right of access

- The right to rectification
- The right to erasure
- The right to restrict processing
- The right to object to processing
- The right to data portability
- The right to withdraw consent (where consent is used)

You have an absolute right to object to the use of your personal data for direct marketing, including the platform advertising described in section 6.

You can exercise your rights by contacting us at support@motortech.ai or our Data Protection Officer at DPO@keyloop.com.

We will respond within one month, as required by law.

12. How to Complain

If you have concerns about how we use your personal data, please contact us first using the details above.

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO):

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

13. Changes to This Notice

We may update this notice from time to time. The latest version will always be available on our website, with the effective date shown at the top.