

Motortech.ai Privacy Policy

Effective Date: 01/04/2026

1. Introduction

This privacy notice explains how Motortech.ai (“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

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

3. What Information We Collect

We may collect the following types of personal data:

- Name and business contact details (e.g. email address)
- 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.

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 (where you have opted in)
- 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 and non-essential cookies
- Legitimate interests – to respond to enquiries and improve our website
- Pre-contractual steps – where you request information about our services

6. Marketing

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

You can unsubscribe at any time by:

- Clicking the unsubscribe link in our emails, or
- Contacting us at support@motortech.ai

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

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 3 years after your last interaction

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:

- Service providers (such as hosting, analytics, and email platforms)
- 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

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 can exercise your rights by contacting us at support@motortech.ai.

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>