

Back Door Ads Ltd

PRIVACY POLICY

www.backdoorads.co.uk

Last Updated: April 2026

1. Who We Are

Back Door Ads is operated by Back Door Ads Ltd, a company registered in England and Wales ('we', 'us', 'our'). We operate the online marketplace at backdoorads.co.uk ('Platform') that connects Fleet Owners and Advertisers across the UK.

We are the data controller responsible for your personal data. If you have any questions about this Privacy Policy or how we handle your data, please contact us at:

Email: mail@backdoorads.co.uk

Website: www.backdoorads.co.uk

2. What This Policy Covers

This Privacy Policy explains what personal data we collect about you, why we collect it, how we use it, who we share it with, and your rights in relation to it. It applies to all users of the Platform, including Fleet Owners, Advertisers, and visitors to our website.

Please read this policy carefully. By using the Platform, you confirm that you have read and understood how we handle your personal data.

3. What Personal Data We Collect

3.1 Data You Provide Directly

When you register or use the Platform, we may collect:

- Your name, email address, phone number and correspondence address.
- Business name, company registration number and VAT number (where applicable).
- Vehicle details including registration number, make, model, dimensions and photographs.
- Bank account or payment details (processed via Stripe — we do not store full card or bank account numbers ourselves).
- Advertising artwork, images and creative materials you upload.
- Messages sent through the Platform's in-app messaging system.
- Profile information including route details, pricing, availability and reviews.

3.2 Data We Collect Automatically

When you visit our website or use the Platform, we automatically collect:

- Your IP address, browser type and version, operating system and device type.
- Pages visited, time spent, links clicked and other usage data.
- Referring website or source.
- Cookie identifiers and similar tracking technologies (see Section 9).

3.3 Data from Third Parties

We may receive personal data about you from:

- Stripe, our payment processor, in connection with payment processing and identity verification.
- Other users of the Platform (for example, reviews submitted about you).
- Publicly available sources where relevant to verifying business information.

4. Why We Collect Your Data and Our Legal Basis

We only process your personal data where we have a lawful basis to do so under the UK General Data Protection Regulation (UK GDPR). The table below sets out our purposes and the corresponding legal bases:

Registering and managing your account — Performance of a contract with you.

Processing bookings, payments and campaigns — Performance of a contract with you.

Facilitating communication between Fleet Owners and Advertisers — Performance of a contract with you.

Verifying identity and preventing fraud — Legitimate interests / Legal obligation.

Sending transactional emails (booking confirmations, receipts, alerts) — Performance of a contract with you.

Sending marketing communications about our services (where you have opted in) — Consent.

Improving the Platform and understanding how users interact with it — Legitimate interests.

Complying with legal obligations including tax and financial record-keeping — Legal obligation.

Resolving disputes and enforcing our Terms and Conditions — Legitimate interests / Legal obligation.

5. How We Use Your Data

Specifically, we use your personal data to:

- Create and manage your account on the Platform.
- Match Fleet Owners with Advertisers and facilitate bookings.
- Process payments and payouts through Stripe.
- Arrange the production, printing and application of vinyl wraps.

- Send you booking confirmations, payment receipts, campaign updates and other service notifications.
- Provide customer support and respond to your queries or complaints.
- Enable two-way reviews between Fleet Owners and Advertisers.
- Monitor for and investigate fraud, abuse or policy violations.
- Analyse usage patterns to improve the Platform's features and performance.
- Send you marketing emails about new features or offers, where you have consented to receive them. You can withdraw consent at any time by clicking 'unsubscribe' in any marketing email.
- Meet our legal and regulatory obligations.

6. Who We Share Your Data With

We do not sell your personal data. We may share it with the following categories of recipients:

6.1 Other Platform Users

Certain profile information (such as your name, vehicle details, route information and reviews) is visible to other registered users of the Platform as part of the marketplace function. We do not share your financial or contact details with other users without your consent.

6.2 Service Providers

We work with carefully selected third-party suppliers who process data on our behalf, including:

- Stripe — payment processing and identity verification.
- Email and communications providers — for transactional and marketing emails.
- Cloud hosting and infrastructure providers — for secure data storage.
- Analytics providers — to help us understand how the Platform is used.
- Print and vinyl wrap production suppliers — who may receive artwork and delivery addresses.

All service providers are required to process your data only on our instructions and in accordance with applicable data protection law.

6.3 Legal and Regulatory Bodies

We may disclose your data to law enforcement agencies, courts, regulators or other authorities where required or permitted by law, or where we believe it is necessary to protect our rights or the rights of others.

6.4 Business Transfers

If Back Door Ads Ltd is involved in a merger, acquisition, or sale of all or part of its business or assets, your personal data may be transferred as part of that transaction. We will notify you if this occurs.

7. How Long We Keep Your Data

We keep your personal data only for as long as necessary for the purposes set out in this policy, or as required by law. Our standard retention periods are:

- Account data: retained for the duration of your account plus 6 years after closure (to comply with legal and tax obligations).
- Booking and transaction records: 6 years from the date of the transaction (in line with UK tax and financial record-keeping requirements).
- Marketing data: until you withdraw consent or unsubscribe.
- Website analytics data: up to 26 months.
- Dispute and complaint records: up to 6 years from resolution.

When data is no longer required, we securely delete or anonymise it.

8. Your Rights

Under UK GDPR, you have the following rights in relation to your personal data:

- Right of access — to request a copy of the personal data we hold about you.
- Right to rectification — to ask us to correct inaccurate or incomplete data.
- Right to erasure — to request deletion of your data where there is no lawful reason for us to continue processing it.
- Right to restrict processing — to ask us to limit how we use your data in certain circumstances.
- Right to data portability — to receive your data in a structured, commonly used, machine-readable format.
- Right to object — to object to processing based on legitimate interests or for direct marketing purposes.
- Rights relating to automated decision-making — we do not currently use solely automated processes to make decisions that significantly affect you.

To exercise any of these rights, please contact us at mail@backdoorads.co.uk. We will respond within one month. We may need to verify your identity before processing your request.

If you are unhappy with how we have handled your data, you have the right to complain to the Information Commissioner's Office (ICO) at ico.org.uk or by calling 0303 123 1113.

9. Cookies

We use cookies and similar technologies on our website to:

- Keep you logged in to your account (essential cookies).
- Remember your preferences and settings.
- Understand how visitors use our website (analytics cookies).
- Enable payment processing functionality (Stripe cookies).

Essential cookies are necessary for the Platform to function and cannot be disabled. Analytics and preference cookies are only set with your consent, which you can manage via our cookie consent banner.

You can also control cookies through your browser settings. Note that disabling certain cookies may affect Platform functionality.

10. Data Security

We take the security of your personal data seriously. We use appropriate technical and organisational measures to protect your data against unauthorised access, accidental loss, destruction or damage. These include:

- Encrypted connections (HTTPS) across the Platform.
- Payment data handled exclusively by Stripe, a PCI DSS-compliant processor — we never store full payment card details.
- Access controls limiting who within our team can access personal data.
- Regular review of our security practices.

No method of transmission over the internet is completely secure. While we do our best to protect your data, we cannot guarantee absolute security.

11. International Transfers

We primarily store and process your data within the UK and European Economic Area (EEA). Where any of our service providers transfer data outside the UK or EEA, we ensure appropriate safeguards are in place (such as Standard Contractual Clauses or an adequacy decision) in accordance with UK GDPR requirements.

12. Children's Privacy

The Platform is not intended for use by anyone under the age of 18. We do not knowingly collect personal data from children. If you believe we have inadvertently collected data from a child, please contact us immediately at mail@backdoorads.co.uk and we will delete it promptly.

13. Links to Third-Party Sites

Our Platform may contain links to third-party websites. This Privacy Policy does not apply to those sites and we are not responsible for their privacy practices. We encourage you to read the privacy policy of any third-party site you visit.

14. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. We will notify you of material changes via email or a notice on the

Platform. The date at the top of this policy indicates when it was last updated. Your continued use of the Platform after any changes constitutes acceptance of the updated policy.

15. Contact Us

If you have any questions, concerns or requests relating to this Privacy Policy or our data practices, please contact us:

Back Door Ads Ltd

Website: www.backdoorads.co.uk

Email: mail@backdoorads.co.uk