# Privacy Policy

Last updated: October 2025

## 1. Introduction

Premier Auto Services (“we”, “our”, or “us”) respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website https://premierautoservices.co.za, contact us, or use our services.  
  
By using our website or engaging with us, you agree to the collection and use of information in accordance with this Privacy Policy and in compliance with South Africa’s Protection of Personal Information Act (POPIA).

## 2. Information We Collect

We may collect and process the following types of personal information:

* Personal details: such as your name, contact number, and email address.
* Vehicle details: including make, model, registration number, and service history.
* Communication data: messages, enquiries, or feedback submitted through our website, email, or WhatsApp.
* Payment information: where applicable, when processing payments for services rendered.
* Technical information: such as IP address, browser type, operating system, and browsing behaviour through cookies or analytics tools.

## 3. How We Use Your Information

Your personal information is collected and used for the following purposes:

* To provide, maintain, and improve our automotive services.
* To process bookings, quotations, and service-related requests.
* To communicate with you regarding your vehicle, appointment reminders, or service updates.
* To send you information about our products, promotions, or special offers (only if you’ve opted in).
* To improve our website, marketing efforts, and customer experience.
* To comply with legal, regulatory, or contractual obligations.

## 4. Sharing of Information

We respect your privacy and will never sell your personal data. However, we may share your information in the following cases:

* With trusted service providers or business partners who assist us in operating our business (e.g., payment gateways, IT support, marketing platforms).
* When required by law or regulatory authorities.
* When necessary to protect our rights, property, or the safety of our customers.

All third parties are bound by confidentiality agreements and are required to handle your personal data in accordance with POPIA.

## 5. Data Retention

We retain your personal information only for as long as necessary to fulfil the purposes outlined in this policy, comply with legal obligations, resolve disputes, and enforce agreements.

## 6. Cookies and Tracking

Our website may use cookies or similar technologies to improve your browsing experience, analyse traffic, and understand user behaviour. You can manage or disable cookies through your browser settings, but some parts of our site may not function properly if you do so.

## 7. Your Rights

Under POPIA, you have the right to:

* Request access to your personal information.
* Request correction or deletion of inaccurate or outdated data.
* Withdraw consent to receive marketing communications.
* Lodge a complaint with the Information Regulator (South Africa) if you believe your information has been mishandled.

To exercise these rights, please contact us using the details below.

## 8. Data Security

We take reasonable technical and organisational measures to protect your personal information from loss, misuse, unauthorised access, alteration, or destruction. However, no data transmission over the internet can be guaranteed as completely secure.

## 9. Third-Party Links

Our website may contain links to external sites. Please note that we are not responsible for the content, security, or privacy practices of those websites.

## 10. Updates to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated “Last updated” date. We encourage you to review this policy periodically to stay informed.

## 11. Contact Us

If you have any questions about this Privacy Policy or how your information is handled, please contact us:

**Premier Auto Services**

Email: [info@paskzn.co.za](mailto:info@paskzn.co.za)  
Call: 031 569 6939 / 031 569 6871  
WhatsApp: 082 416 5178  
Office mobile: 060 621 9678  
Address: 6 Mountain Ridge Road, New Germany, Pinetown, 3610

[wwwpremierautoservices.co.za](https://premierautoservices.co.za)