

Privacy Policy

Auto Classic BMW · Westcoast BMW · Auto Classic MINI Garage · Auto Classic Motorcycles

Last updated: 11 March 2026

Auto Classic BMW, Westcoast BMW, Auto Classic MINI Garage and Auto Classic Motorcycles (together referred to as Auto Classic, we, our or us) are committed to protecting your privacy. This Privacy Policy explains how we collect, hold, use and disclose personal information in accordance with the Privacy Act 1988 (Cth) and the 13 Australian Privacy Principles (APPs).

Personal information means information or an opinion about an identified individual, or an individual who is reasonably identifiable.

1. Information We Collect

We may collect the following types of personal information:

- Identity and contact details: name, address, email address, phone number, date of birth and driver's licence details;
- Vehicle and transaction details: vehicles purchased, financed or serviced, purchase or service history, and finance or insurance applications;
- Financial information: bank account or credit card details sufficient to process transactions or assess finance applications;
- Government-related identifiers: such as driver's licence numbers, where necessary for identity verification or required by law;
- Digital information: IP address, browser type, device identifiers, and data collected via cookies, tracking pixels and analytics tools when you use our websites;
- CCTV footage: images captured at our dealership premises for security and safety purposes; and
- Any other information you provide when completing forms, registering for events or promotions, or contacting us.

We may also collect sensitive information (such as health information) where necessary, with your consent or as otherwise required or permitted by law.

Information about third parties. If you provide us with personal information about another individual (for example, a co-applicant for finance), you confirm that person is aware of and has consented to their information being handled in accordance with this Privacy Policy.

Where lawful and practicable, you may deal with us anonymously or under a pseudonym. However, we may be unable to provide certain products or services without identifying you.

2. How We Collect Personal Information

We collect personal information directly from you when you:

- enquire about, purchase, lease or service a vehicle;
- book a test drive or service appointment;
- apply for vehicle finance or insurance;
- subscribe to or engage with our marketing communications;
- participate in competitions, events or promotions;
- submit forms on our websites or contact us by phone, email or in person; or
- interact with our social media channels.

We may also collect information from BMW Australia Ltd or BMW Australia Finance Ltd, other authorised dealers, finance and insurance providers, credit reporting bodies, roadside assistance and fleet service providers, and publicly maintained records — generally only where it is unreasonable or impracticable to collect it directly from you.

Our websites use cookies, tracking pixels and analytics services (including Google Analytics) to improve your experience and measure site performance. You can manage cookies through your browser settings, though doing so may affect site functionality.

3. Why We Collect and Use Personal Information

We collect, hold, use and disclose personal information to:

- respond to enquiries and provide vehicle sales, service and warranty services;
- process purchases, finance and insurance applications;
- send marketing communications about vehicles, products, services and events (see Section 5);
- run competitions, events and promotions;
- operate and improve our websites and digital platforms;
- conduct customer surveys, research and data analysis;
- recruit employees and contractors (see Section 11);
- comply with legal and regulatory obligations; and
- any other purpose you have consented to or would reasonably expect in the circumstances.

If you choose not to provide certain personal information, we may be unable to provide our products or services to you, communicate with you effectively, or tailor our services to your needs.

4. Disclosure of Personal Information

We may disclose your personal information to:

- BMW Australia Ltd and BMW Australia Finance Ltd (as vehicle manufacturer and finance provider);
- other authorised BMW, MINI and Motorrad dealers;
- finance and insurance providers;
- marketing service providers and digital advertising platforms (including Meta Platforms and Google);
- IT, CRM and dealership management system providers;
- roadside assistance, accident management and fleet service providers;
- AUSTRAC, the ATO and other government agencies as required by law; and
- other service providers engaged to support our business operations.

We will not sell or trade your personal information to third parties for their own marketing purposes.

Overseas recipients. Some third-party service providers (including technology and marketing platforms) may store or process personal information outside Australia. Overseas recipients may include BMW Group entities located in Germany and other countries in which the BMW Group operates, as well as technology platform providers located in the United States. We take

reasonable steps to ensure overseas recipients handle your information consistently with Australian privacy law.

5. Direct Marketing

We may use your personal information to send marketing communications about our vehicles, products, services and promotions by email, SMS, social media, digital advertising platforms and post.

We comply with the Spam Act 2003 (Cth) and the Do Not Call Register Act 2006 (Cth). We will only contact you for marketing purposes where we have your consent or as otherwise permitted by law.

You may opt out at any time by using the unsubscribe link in any electronic communication, or by contacting us at info@autoclassic.com.au. We will process your request promptly and communicate your opt-out to BMW Australia to ensure it is applied across the network.

6. Automated Decision-Making

From time to time, we or our service providers may use automated processes that involve your personal information — for example, automated responses to website enquiries, digital advertising targeting based on browsing behaviour, or automated credit assessment tools used by finance providers.

Where a significant decision affecting you is made using an automated process, you may contact us to request a review by a person. Please contact us at info@autoclassic.com.au if you have any concerns about an automated decision.

7. Security and Retention of Personal Information

We take reasonable steps to protect your personal information from misuse, interference, loss and unauthorised access, modification or disclosure. These steps include restricted-access physical and electronic storage systems, secure data transmission technologies, and confidentiality obligations on employees and service providers.

We retain personal information for as long as necessary to fulfil the purposes for which it was collected. We may retain information for longer periods where required or permitted by law, or for legitimate business purposes such as fraud prevention, insurance, governance and resolving disputes.

When personal information is no longer required, we take reasonable steps to destroy or permanently de-identify it.

8. Notifiable Data Breaches

Under the Notifiable Data Breaches (NDB) scheme, we are required to notify affected individuals and the Office of the Australian Information Commissioner (OAIC) of any eligible data breach — that is, a breach likely to result in serious harm. In accordance with our obligations under BMW's Dealer Agreement, we will also notify BMW Group Australia of data breaches that may affect the broader network. Further information about the NDB scheme is available at www.oaic.gov.au.

9. Access and Correction

You have the right to access personal information we hold about you and to request correction of information that is inaccurate, incomplete or out of date. To make a request, contact us at info@autoclassic.com.au with proof of your identity. We will respond within 30 days. A reasonable administration fee may apply to access requests. If we refuse a request, we will provide written reasons and details of how to escalate your concern.

10. Privacy Complaints

If you believe we have not handled your personal information in accordance with the Privacy Act or the APPs, please contact us at info@autoclassic.com.au. We will acknowledge your complaint promptly, treat it seriously and confidentially, and provide a response within 30 days. If you remain dissatisfied, you may refer your complaint to the OAIC at www.oaic.gov.au or on 1300 363 992.

11. Recruitment and Employment

If you apply for a position with us, we will use your personal information to assess your application and suitability for the role. This may be shared with related entities and service providers for purposes such as background or reference checks.

Please note that this Privacy Policy does not apply to our handling of information about current or former employees where that handling is directly related to the employment relationship and relates to an employee record. Contact us at info@autoclassic.com.au for information about our employee records practices.

12. Contact Us

For any privacy enquiry, access or correction request, opt-out request or complaint:

Privacy Officer — Auto Classic

380-384 Scarborough Beach Road, Osborne Park WA 6017

Phone: (08) 9311 7533

Email: info@autoclassic.com.au

13. Updates to This Policy

We may update this Privacy Policy from time to time. The current version will always be available at www.autoclassic.com.au. Where changes are material, we will take reasonable steps to notify you.

This Privacy Policy was last updated on 11 March 2026 and supersedes all previous versions.