

Privacy Policy**Updated: 14th October 2025**

Company: Accident Helpline Ltd (“we”, “us”, “our”)

Website: <https://accident-helpline.uk>**1. Who we are**

Accident Helpline Ltd helps people following road traffic accidents by connecting them with trusted partners, such as claims management companies, solicitors and vehicle repairers who can assist in managing their claim.

Accident Claims Helpline is a trading name of Exclusive Law a law firm who are regulated by the Solicitors Regulation Authority (SRA). Our SRA Our number is 669522.

We are registered as a Data Controller with the Information Commissioner’s Office (ICO) under registration number ZA53889.

2. How is Your data collected

Information is collected from you or from others with your permission (for example, a family member, representative, or insurer through our claims notification process via telephone. And via the claim contact form on our website.

3. The data we collect

We collect and process personal information that helps us understand your situation and progress your claim, including:

- Your name, address, date of birth, contact details
- Accident date, location, and circumstances
- Vehicle registration and insurance details
- Information about injuries or medical treatment
- Audio recordings of calls or live chat transcripts
- Any correspondence between you and us

4. How we use your information

We use your data to:

- Assess your eligibility for a claim
- Introduce you to the appropriate partner (such as a solicitor or repairer)
- Manage and monitor the progress of your claim
- Communicate with you and provide updates
- Meet our legal and regulatory obligations
- Improve our service and train our staff

We will never sell your data.



5. Lawful basis for processing

We process your information under the following lawful bases:

- **Consent:** in the event that you make a complaint to us we will ask for your consent to use your personal data to investigate and respond to your complaint. This includes sharing relevant data with third parties to investigate your complaint. You can withdraw your consent at any time by emailing martin@exclusivelaw.co.uk. If you withdraw your consent we may be unable to investigate and resolve your complaint.
- **Legitimate Interests:** to operate, audit, and improve our business, and to prevent fraud or misuse of our services.
- **Legal Obligation:** where we must retain or disclose information under law (for example, to regulators or law enforcement).
- **Where it is necessary for compliance with our regulatory, legal, and/or professional Obligations**

6. Who Your data is shared with

To progress your claim, we may share relevant details with trusted partners such as:

- Solicitors and their staff
- Vehicle repairers or hire companies
- Insurance companies or brokers
- Claims management administrators
- IT, cloud, and communication service providers (e.g. secure call recording or email systems)

We only share what is necessary, and all partners are required by contract to keep your data secure and use it only for the purpose of managing your claim.

7. How long we keep your information

We will keep your information for as long as necessary to manage your claim and meet legal, regulatory, or accounting requirements.

Typically, this will be up to six years from the closure of your claim unless a longer period is legally required.

8. Your rights

Under the UK General Data Protection Regulation (UK GDPR), you have the right to:

- Access a copy of the personal data we hold about you
- Correct any inaccuracies
- Request deletion of your data (where lawful)
- Restrict or object to certain processing
- Withdraw consent where this is the legal basis for processing
- Request data portability
- Lodge a complaint with the Information Commissioner's Office (ICO)

For more information, visit: www.ico.org.uk

9. Security

We use secure systems and encryption to protect your information and limit access to authorised personnel only. All staff and partners are trained in data protection and confidentiality.

Our website may contain links to and from the websites of business partners and suppliers or other third-party firms.' Please note that we do not accept any responsibility for the use of your information once it leaves our website domain nor the content of any third-party website. The use of personal information on any website you choose to access will contain its own privacy policy that governs how they use your personal information.

10. Transfers outside the UK

If any data is transferred outside the UK or European Economic Area (EEA), we ensure appropriate safeguards are in place, such as Standard Contractual Clauses or equivalent protections.

10. Marketing

We will only send marketing communications if you have given us your consent. You can withdraw this consent at any time by contacting us.

11. Cookies and website analytics

Our website may use cookies to improve your experience and to understand how visitors use our site. You can manage or delete cookies through your browser settings.

12. Contact us

If you have any questions or wish to exercise your rights, Martin Abell is our Data Protection Officer. Our contact details are as follows:

Accident Helpline Ltd
2nd Floor
St George's House
Manchester
M2 3NQ

Email: martin@exclusivelaw.co.uk

Telephone: 0330 073 8878

Summary

We respect your privacy, safeguard your data, and only share it when needed to help manage your claim safely and efficiently.