




# Autoguide Equipment Ltd

## Data Protection Complaints Procedure

Version 1.0 | June 2026 | Owner: Robert Robinson (Managing Director)

	Name	Date / Signature
Prepared by	Sian Wood	15/06/2026 
Reviewed by	Robert Robinson	15/06/2026 
Approved by	Robert Robinson	15/06/2026 

### 1. Purpose

This procedure establishes how Autoguide Equipment Ltd (“the Company”) receives, handles, and resolves data protection complaints from individuals whose personal data we process. It implements the statutory complaints-handling obligation introduced under the Data (Use and Access) Act 2025 (DUAA), which comes into force on 19 June 2026, and is consistent with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

This document serves two purposes:

- Internal: to give staff and the Data Protection Officer (DPO) a clear process to follow when a complaint is received.
- External: to demonstrate to data subjects and the Information Commissioner’s Office (ICO) that Autoguide has a compliant, accessible and effective complaints process in place.

### 2. Scope

This procedure applies to all employees, contractors, and third-party service providers of Autoguide Equipment Ltd. It covers any complaint made by an individual (a “data subject”) regarding the way in which Autoguide Equipment Ltd collects, uses, stores, shares, or otherwise processes their personal data.

This includes complaints about:

- How personal data has been collected or used
- Refusal or inadequate handling of a Subject Access Request (SAR)
- Failure to action a request to rectify, erase, or restrict processing
- Alleged unlawful processing or security failures
- Marketing communications sent without valid consent
- Any other exercise of data subject rights under UK GDPR

### 3. Roles and Responsibilities

Role	Responsibility
<b>Data Protection Officer (DPO) Robert Robinson (Managing Director)</b>	Primary point of contact for all data protection complaints. Logs, investigates and responds to complaints. Escalates where necessary. Maintains the Complaints Register.
<b>All Employees</b>	Forward any complaint or expression of dissatisfaction relating to personal data to the DPO immediately. Do not attempt to resolve data protection complaints without DPO involvement.
<b>Directors / Senior Management</b>	Provide support and resources to the DPO. Review escalated complaints. Approve remedial actions where required.
<b>IT Department</b>	Support investigation of complaints involving systems, access controls or security. Provide relevant logs or records on request from the DPO.
<b>Third-Party Processors</b>	Cooperate with Autoguide's investigation of any complaint involving their processing activities, under the terms of their Data Processing Agreement.

### 4. How to Submit a Complaint

Any individual whose personal data is processed by Autoguide Equipment Ltd may submit a data protection complaint using any of the following methods:

**Email:** [privacy@autoguide.co.uk](mailto:privacy@autoguide.co.uk)

**Post:** Data Protection Officer, Autoguide Equipment Ltd, Stockley Road, Heddington, Nr. Calne, Wilts SN11 0PS

**Phone:** 01380 850885 (ask to speak to the Data Protection Officer)

To help us investigate your complaint efficiently, please include the following information where possible:

- Your full name and contact details
- A description of the personal data concerned
- What you believe Autoguide has done or failed to do
- What outcome you are seeking

Note: You do not need to use a specific form. A plain email or letter is sufficient provided it clearly identifies the nature of your concern.

### 5. Complaints Handling Process

All data protection complaints will be handled in accordance with the following process:

Step	Responsible	Action	Timeframe
1	DPO / Robert Robinson	Complaint received via email, post or verbal report	Day 0
2	DPO	Log complaint in the Data Protection Complaints Register	Day 0–1
3	DPO	Send written acknowledgement to complainant	Within 30 calendar days of receipt
4	DPO + relevant dept.	Investigate: review processing activities, relevant records and systems involved	Days 1–30
5	DPO + Directors	Consult with legal/management if complaint raises significant risk	As needed
6	DPO	Issue full written response with outcome and any remedial steps taken	Without undue delay after investigation
7	DPO	If complainant is unsatisfied, direct them to the ICO	Included in response
8	DPO	Record outcome and any corrective actions in the Complaints Register	Within 5 days of response

## 6. Timescales

Autoguide Equipment Ltd is committed to the following timescales, consistent with the requirements of the DUAA 2025:

Milestone	Timeframe
<b>Acknowledgement</b>	Within 30 calendar days of receipt of the complaint (statutory requirement under DUAA 2025)
<b>Full response</b>	Without undue delay following completion of investigation
<b>Target resolution</b>	Within 60 calendar days of receipt in most cases
<b>Complex complaints</b>	Where further time is required, the complainant will be notified with an explanation and revised expected date

## 7. Escalation and the Right to Contact the ICO

If a complainant is not satisfied with Autoguide’s response, or if we fail to respond within a reasonable period, they have the right to lodge a complaint directly with the Information Commissioner’s Office (ICO):

<b>Information Commissioner's Office (ICO)</b>
<b>Website:</b> <a href="http://www.ico.org.uk/make-a-complaint">www.ico.org.uk/make-a-complaint</a>
<b>Phone:</b> 0303 123 1113
<b>Post:</b> ICO, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF

## 8. Record Keeping

The DPO will maintain a Data Protection Complaints Register recording the following for each complaint:

- Date complaint received
- Name and contact details of complainant
- Nature of the complaint
- Date acknowledgement sent
- Summary of investigation
- Outcome and date of response
- Any corrective actions taken
- Whether the complaint was escalated to the ICO

Records will be retained for a minimum of 3 years and are available for inspection by the ICO on request.

## 9. Training and Awareness

All employees will be made aware of this procedure as part of their induction and periodic GDPR training. Specific training on complaints handling will be provided to the Data Protection Officer, customer-facing staff, and any member of staff likely to receive a data protection complaint.

## 10. Review

This procedure will be reviewed at least annually, or sooner in the event of a change in applicable legislation or ICO guidance, a significant data protection complaint or breach, or material changes to Autoguide's data processing activities.

## Amendment Record

Version	Date	Description of Change	Author
1.0	June 2026	Initial issue — created to comply with DUAA 2025 (19 June 2026 commencement)	Robert Robinson

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