

National Association of Motor Auctions announces new industry-wide data privacy standard

The National Association of Motor Auctions (NAMA) has announced the adoption of a new **Data Deletion Certification**, establishing an industry-wide benchmark for safeguarding consumer data stored in vehicles passing through members' auction, de-fleet and remarketing channels.



NAMA



National Association of Motor Auctions

The introduction of the certification reflects the industry's ongoing commitment to modernising data-handling practices as connected-vehicle features become increasingly prevalent across the vehicle parc. As vehicles store growing volumes of personal and sensitive information, the need for consistent and auditable data deletion processes



has become an increasingly important consideration for auction and remarketing operations.

In order to achieve data deletion

certification, members must satisfy ten key requirements, designed to ensure that personally identifiable information and other sensitive data can be removed from vehicles in a consistent and verifiable manner prior to resale.

Following a collaborative process engaging auction operators, compliance experts and technology providers, NAMA has formalised requirements intended to support best practice across the sector. The standard addresses data deletion, audibility, reporting and operational processes, helping to ensure that consumer data is handled responsibly throughout the remarketing journey. The utilisation of certification services also assists vendors in meeting their obligations under relevant GDPR legislation.

As part of the rollout, NAMA has confirmed that Privacy4Cars is the first third-party company to be recognised as an approved supplier to NAMA members. Its data-deletion platform has been assessed against the new certification standard and meets all required criteria.

Commenting on the announcement, **Liam Quegan, Chairman of NAMA**, said:



Liam Quegan

"Consumers expect their privacy to be protected, and our industry is stepping up to deliver exactly that. By establishing a consistent, industry-wide standard, auctions can operate with greater confidence, transparency and accountability."

The new NAMA Data Deletion and Privacy Protection Certification is effective immediately, with guidance and implementation resources being distributed to member auctions nationwide. NAMA expects the certification to support greater consistency across the sector while reinforcing consumer confidence in vehicle remarketing processes.