

Privacy Policy

Last updated: 22nd July 2026

Romi Mobility Limited (“Romi”, “we”, “us” or “our”) respects your privacy and is committed to protecting your personal information.

This Privacy Policy explains how we collect and use your information when you visit our website, join our waitlist, sign up for updates, complete a survey, respond to our marketing, or otherwise interact with us before the launch of our service.

Romi is preparing to launch an electric microcar rental service for short, everyday trips around London. This Privacy Policy is intended for our website and pre-launch activities. Before Romi vehicles become available for rental, we may update this policy or publish a fuller customer and app privacy policy covering bookings, payments, driver verification, vehicle use, insurance and telematics.

1. Who we are

Romi Mobility Limited is a company incorporated and registered in England and Wales with company number **17102764**.

Our registered office is:

Romi Mobility Limited

167–169 Great Portland Street
5th Floor
London
England
W1W 5PF

For the purposes of UK data protection law, Romi Mobility Limited is the controller of your personal information where we decide how and why your information is used.

You can contact us about this Privacy Policy at:

Email: privacy@romiaround.co

Post: Romi Mobility Limited, 167–169 Great Portland Street, 5th Floor, London, England, W1W 5PF

2. Information we collect

When you join the Romi waitlist, sign up for updates, complete a survey or contact us, we may collect information such as your name, email address, phone number, postcode, borough, age range, driving licence status, expected use cases, expected usage frequency, pricing preferences, referral information, survey responses, feedback and marketing preferences.

We may also collect technical information when you use our website, such as your IP address, device type, browser type, operating system, pages viewed, links clicked, referral source, approximate location and cookie or analytics identifiers.

We only ask for information that helps us understand interest in Romi, plan our launch and keep you updated.

3. How we collect your information

We collect information directly from you when you complete forms, join our waitlist, answer surveys, sign up for updates or contact us.

We may also collect information automatically through our website, cookies, pixels, analytics tools and similar technologies. For example, we may use analytics and advertising tools to understand which campaigns are generating interest in Romi and which areas of London are most interested in the service.

If someone refers you to Romi, or you refer someone else, we may collect limited information needed to manage that referral.

4. How we use your information

We use your information to manage the Romi waitlist, send you updates, understand demand for Romi, assess potential launch areas, improve our website and messaging, test interest in pricing, bundles, subscriptions and promotions, and invite you to take part in surveys, feedback requests or early-access opportunities.

We may also use your information to measure the performance of our marketing campaigns and to show relevant Romi advertising on platforms such as Google, Meta, TikTok, LinkedIn or similar services.

Where possible, we use aggregated or anonymised information to understand demand by area, customer segment and likely use case. This may help us with launch planning, local authority discussions, operational planning, fundraising and investor conversations. Aggregated or anonymised information does not identify you personally.

5. Our legal basis for using your information

We rely on different legal bases depending on how and why we use your personal information.

In many cases, we use your information because it is in our legitimate interests to understand demand for Romi, plan our launch, improve our service, communicate with people who have shown interest, measure marketing performance and develop our business.

Where required, we rely on your consent — for example, for certain marketing communications or optional cookies. You can withdraw your consent at any time.

We may also use your information where it is necessary to take steps before entering into a contract with you, for example if you register interest in using Romi when the service launches, or where we need to comply with a legal obligation.

6. Marketing and communications

If you join our waitlist or sign up for updates, we may contact you about Romi's launch, early access, availability, promotions, referral schemes, surveys, events and service updates.

You can opt out of marketing at any time by clicking the unsubscribe link in our emails or by contacting us at privacy@romiaround.co.

Even if you opt out of marketing, we may still send you non-marketing messages where necessary, such as messages about your waitlist registration, privacy updates or legal notices.

We do not sell your personal information. We will not share your personal information with third parties for their own direct marketing purposes unless you have given us express consent.

7. Cookies, analytics and advertising

Our website may use cookies, pixels and similar technologies to make the website work properly, understand how visitors use it, improve the user experience, measure marketing performance and show relevant Romi advertising.

Where required by law, we will ask for your consent before using non-essential cookies or similar technologies.

You can usually change your browser settings to block or delete cookies, although some website functionality may not work properly without them.

We may provide more information in a separate Cookie Policy.

8. Who we share your information with

We may share your information with trusted third parties who help us operate our website, forms, email systems, analytics, advertising, surveys, referral tools and other pre-launch systems.

This may include website hosting providers, landing page providers, email and CRM tools, analytics platforms, advertising platforms, marketing or technical service providers, survey tools, automation tools and professional advisers.

We may also share limited information with local authorities, transport bodies, public-sector partners, investors, potential investors, lenders, acquirers or corporate transaction counterparties where this is reasonably necessary for pilot planning, fundraising, due diligence, investment, restructuring, sale or financing processes. Where possible, we will use aggregated or anonymised data for these purposes.

We may also share information where legally required or permitted, including with regulators, courts, law enforcement or public authorities.

We require service providers to protect your information and only use it for authorised purposes.

9. International transfers

Some of our service providers may process personal information outside the United Kingdom.

Where this happens, we will take steps to ensure appropriate safeguards are in place, such as adequacy regulations, the UK Extension to the EU-US Data Privacy Framework, standard contractual clauses, international data transfer agreements or other lawful transfer mechanisms.

10. How long we keep your information

We keep your personal information only for as long as reasonably necessary.

Waitlist and pre-launch interest data may be kept until launch and for a reasonable period afterwards, unless you unsubscribe or ask us to delete it. Survey and feedback data may be kept for as long as it remains useful for launch planning, service development and research. Marketing preferences may be kept until you unsubscribe or update your preferences.

Website analytics and technical data are usually kept for a shorter period, unless we need them for security, analytics, fraud prevention, service improvement or legal reasons.

Where we no longer need personal information, we will delete it, anonymise it or securely retain it only where legally required or where we have a valid lawful basis to continue holding it.

11. Security

We take appropriate steps to protect your personal information against unauthorised access, loss, misuse, alteration or disclosure.

These steps may include access controls, secure systems, password protection, restricted access, contractual protections with service providers and monitoring of security risks.

No system is completely secure. If you believe your information has been compromised, please contact us.

12. Children and minimum age

Romi is not intended for children.

Our future vehicle rental service will only be available to users who meet our minimum age, driving licence and insurance eligibility requirements. Our initial service may require drivers to be at least nineteen (19) years old, although this may change depending on insurance and operational requirements.

We do not knowingly collect personal information from children for the purpose of providing vehicle rental services.

13. Your rights

Subject to certain conditions and exemptions, you may have the right to access the personal information we hold about you, ask us to correct it, ask us to delete it, restrict how we use it, object to certain uses, withdraw consent, request a copy of your information in a portable format, and object to direct marketing.

To exercise your rights, please contact us at privacy@romiaround.co.

We may need to verify your identity before responding to a request.

14. Third-party links

Our website may include links to third-party websites, plug-ins, applications or services.

We do not control third-party websites or services and are not responsible for their privacy policies. When you leave our website, we encourage you to read the privacy policy of every third-party website or service you visit.

15. Complaints

If you have any concerns about how we use your personal information, please contact us first so that we can try to resolve the issue.

You also have the right to complain to the Information Commissioner's Office, the UK data protection regulator.

Information Commissioner's Office

Website: www.ico.org.uk

Telephone: 0303 123 1113

16. Changes to this Privacy Policy

We may update this Privacy Policy from time to time.

Where changes are material, we will take reasonable steps to notify you, such as by posting an updated version on our website or contacting you where appropriate.

The date at the top of this Privacy Policy indicates when it was last updated.