

Based Plumbing & Heating (“we”, “us”, “our”) respects your privacy and is fully committed to protecting your personal information. This privacy policy outlines how we collect, use, store, disclose and safeguard your data when you visit our website or engage with our services.

Please read this privacy policy carefully. By accessing or using our website or services, you acknowledge that you have read, understood and agree to be bound by all the terms outlined below. If you do not agree with any part of this privacy policy, please refrain from using our website or services.

### **(1) Information we collect**

When you interact with us, we may collect the following types of personal information:

- Full name
- Email address
- Phone number
- Postal address (including postcode)
- Any additional details necessary to provide our services or respond to enquiries
- Any other information you voluntarily provide to us when contacting our business

We may also collect non-personal data such as browser type, operating system and browsing behaviour on our website to enhance user experience.

### **(2) How we use your information**

We use the personal information collected for the following purposes:

- To respond to enquiries submitted via our website, phone or email
- To provide quotes, schedule consultations and carry out our services
- To process payments and invoices
- To communicate updates, special offers and service improvements (if opted in)
- To ensure compliance with legal and regulatory obligations
- To improve our website and services through customer feedback

### **(3) Data sharing**

We do not sell, rent or trade your personal information to third parties. However, we may share your data with:

- Trusted third-party service providers who assist in delivering our services (e.g. payment processors, subcontractors or IT service providers)
- Legal or regulatory authorities when required to comply with legal obligations
- Professional advisors such as accountants or legal consultants for business compliance

All third parties we work with are required to protect your information in accordance with data protection laws.

#### **(4) Data security**

We have implemented appropriate technical and organisational measures to safeguard your personal information from unauthorised access, alteration, disclosure or destruction.

While we take every precaution to protect your data, no method of transmission over the internet is entirely secure.

We encourage you to take steps to protect your own information, such as using strong passwords and avoiding sharing sensitive data via email.

#### **(5) Your rights and choices**

Under the UK General Data Protection Regulation (UK GDPR), you have the following rights regarding your personal data:

- Access: Request a copy of the personal information we hold about you
- Correction: Request that we correct any inaccurate or incomplete data
- Deletion: Request that we delete your personal data, subject to legal obligations
- Objection: Object to the processing of your data for direct marketing purposes
- Restriction: Request that we limit how we process your data in certain circumstances
- Data portability: Request a transfer of your data to another service provider

To exercise any of these rights, please contact us using the details below.

#### **(6) Retention of data**

We retain your personal information for as long as necessary to fulfil the purposes outlined in this privacy policy, including compliance with legal and regulatory requirements.

Once data is no longer needed, we securely delete or anonymise it.

#### **(7) Cookies and tracking technologies**

Our website may use cookies and similar technologies to enhance user experience, analyse website traffic, and improve our services.

You can manage cookie preferences through your browser settings.

## **(8) Changes to this privacy policy**

We reserve the right to update this privacy policy from time to time to reflect changes in our business practices or legal requirements.

Any modifications will be posted on this page with an updated effective date. We encourage you to review this privacy policy periodically.

## **(9) Contact us**

If you have any questions, concerns or requests regarding this privacy policy or our data practices, please contact us at [basedplumbing@gmail.com](mailto:basedplumbing@gmail.com).

## **(10) Consent**

By using our website or engaging with our services, you consent to the collection and use of your personal information as described in this privacy policy.