

Smith HVAC Limited Customer Privacy Notice

This privacy notice tells you what to expect us to do with your personal information.

Contact details: Email office@smith-hvac.co.uk

What information we collect, use, and why

We collect or use the following information to **provide services and goods, including delivery**:

- Names and contact details
- Addresses
- Purchase or account history
- Payment details (including card or bank information for transfers and direct debits)
- Health and safety information
- Account information
- Website user information (including user journeys and cookie tracking)
- Records of meetings and decisions
- Identification documents
- Information relating to compliments or complaints

We collect or use the following information for **the operation of customer accounts and guarantees**:

- Names and contact details
- Addresses
- Payment details (including card or bank information for transfers and direct debits)
- Purchase history
- We collect or use the following information for service updates or marketing purposes:
 - Names and contact details
 - Addresses
 - Marketing preferences
 - Location data
 - Recorded images, such as photos or videos
 - Purchase or viewing history
 - Website and app user journey information

Lawful bases

Our lawful bases for collecting or using personal information to **provide services and goods** are:

- Contract

Our lawful bases for collecting or using personal information for the **operation of customer accounts and guarantees** are:

- Contract

Our lawful bases for collecting or using personal information for **service updates or marketing purposes** are:

- Legitimate interest
 - Marketing Purposes.
This includes:
 - Providing Relevant Information: We aim to offer our customers and potential customers information about our services and promotions.
 - Business Growth: By understanding customer preferences and behaviours, we can improve and develop our services and effectively market our offerings, ultimately supporting the growth and sustainability of our business.
 - Efficient Communication: Marketing allows us to communicate efficiently with our audience, ensuring they are informed about updates and special offers, which can enhance customer satisfaction and loyalty.

Balancing Benefits and Risks Data Minimisation: We only collect the data necessary for our marketing purposes, such as contact details and preferences.

Transparency: We are transparent about the data we collect and how we use it.

Opt-Out Options: There is the right to object to our use of personal data for marketing purposes at any time. Each marketing communication includes an easy way to opt out, or we can be contacted directly to withdraw consent.

Why the Benefits Outweigh the Risks:

Enhanced Customer Experience: By tailoring our communications to interests, we ensure relevant and useful information is received.

Innovation and Improvement: Insights gained from marketing data help us improve our offerings and customer service.

Informed Choices: Informing about our products and services enables potential customers / existing customers to make better purchasing decisions. We believe these benefits significantly contribute to a positive customer experience and business success, while the measures we take to protect privacy minimise any potential risks.

Where we get personal information from:

- People directly
- Publicly available sources

How long we keep information

Data Type	Retention Period	Reason for Retention
Customer Account Information	For as long as the account is active + 7 years	To manage your account, provide services, and comply with legal obligations.
Transaction Records	7 years from the date of transaction	To comply with accounting and tax regulations.
Marketing Data	Until you opt-out or withdraw consent	To send relevant marketing communications and offers.
Website Analytics Data	2 years from the date of collection	To analyse website performance and user experience.
Legal and Compliance Records	For as long as legally required	To comply with legal and regulatory obligations.

Who we share information with

Data processors: **Google**

This data processor does the following activities for us: Cloud storage

Others we share personal information with

- Professional or legal advisors
- Warranty and guarantee providers

Sharing information outside the UK

Where necessary, our data processors may share personal information outside of the UK. When doing so, they comply with the UK GDPR, making sure appropriate safeguards are in place. Please contact us for more information.

Your data protection rights

Under data protection law, you have rights including:

Your right of access - You have the right to ask us for copies of your personal data.

Your right to rectification - You have the right to ask us to rectify personal data you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure - You have the right to ask us to erase your personal data in certain circumstances.

Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal data in certain circumstances.

Your right to object to processing - You have the right to object to the processing of your personal data in certain circumstances.

Your right to data portability - You have the right to ask that we transfer the personal data you gave us to another organisation, or to you, in certain circumstances.

Your right to withdraw consent - When we use consent as our lawful basis you have the right to withdraw your consent.

You don't usually need to pay a fee to exercise your rights. If you make a request, we have one calendar month to respond to you.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

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4 July 2024