

Privacy Policy

Data Controller: Daniel Finlan

DAF Plumbing and Heating Ltd

trading as

registered at **121, Cheadle Road,**

Tean

Stoke On Trent

Staffordshire

ST10 4DR

("we," "our," or "us")

We are committed to protecting your privacy and always ensuring the security of your personal information. Our Privacy Policy explains how we collect, use, and safeguard your data.

Type Of Information We Collect

We typically collect the following types of information:

- **Personal Information:** This includes your name, address, contact details, email address, telephone number, and any other information you voluntarily provide when requesting plumbing, heating or emergency repair services, or via contact forms on our website.
- **Usage Information:** We may also collect non-personal information about your use of our website and services, including IP addresses, browser type, and device information

How we receive information about you

We receive your Personal Information from various sources, this personal information we process is provided to us directly by you for one of the following reasons:

- When you voluntarily provide us your personal details in order to register on our Site
- When you use or access our Site in connection with your use of our services
- From third party providers, services and public registers (for example, traffic analytics vendors)
- From call tracking providers (recorded calls) via Media Hawk or Call Tracking Metrics (CTM)

Why We Collect Personal Information

We use the information that you have given us in order to provide our services to you the 'data subject' as follows:

- To arrange, schedule, and deliver plumbing, heating, boiler installation or repair services.
- To prepare quotations, invoices, job reports, and compliance certificates.
- To comply with regulatory requirements (e.g. gas safety certificates, plumbing codes, building regulations).
- To maintain accurate records for maintenance contracts, warranties, and service histories.
- To communicate with you about job progress, maintenance visits or follow-up repairs.
- To process payments and manage accounts and accounting records.
- To respond to enquiries, provide customer support, and handle complaints.

Under the General Data Protection Regulation (GDPR), the lawful bases we rely on for processing this information are:

- We have a contractual obligation
- We have a legal obligation
- We have a vital interest
- We need it to perform a public task
- We have a legitimate interest
- Consent

How We Process Your Information

We process the information collected for the following purposes:

- **Providing Services:** To provide services and communicate with you about your requests
- **Improving Our Services:** To analyse usage data and improve the range and quality of our services and our website
- **Marketing:** We may send you promotional materials, offers and updates about our services

Data Security

We take reasonable and responsible measures to protect your personal information from unauthorized access, disclosure, or alteration. However, please be aware that any method of transmission over the internet or electronic storage is not entirely secure.

Data Retention

We will retain your personal information for 7 years to provide our services, and as necessary to comply with our legal obligations, resolve disputes, and enforce our policies.

- **Service records, job sheets and customer data:** retained for **6 years** for audit, warranties, and contract record-keeping.
- **Regulatory documents, certificates (e.g. gas safety, plumbing compliance) and warranty / maintenance records:** retained for **40 years**, as required by industry standards and regulatory bodies.

We will then dispose your information by **secure shredding of physical documents** and **permanent deletion of electronic files** in accordance with data-protection best practices.

Under applicable regulations, we will keep records containing client personal data, account opening documents, communications, and anything else as required by applicable laws and regulations.

How we store your personal information

- Your information is securely stored enter how it is stored here
- Your information is securely stored **in a filing cabinet in a locked office**, accessible only by authorised employees.
- Electronic records are stored on **password-protected and encrypted systems** backed up via reputable UK-based cloud or server providers compliant with GDPR.

Sharing Your Information

We do not sell, trade, or rent your personal information to third parties. We may share your information with our trusted service providers who assist us in delivering our services, however they have an obligation to always maintain the confidentiality of your information.

We may share this information with:

- Payment processors or accounting software providers.
- IT and website hosting / support providers.
- Gas or plumbing subcontractors or regulatory inspectors.
- Call tracking/analytics services (if used).

Why we may share this information:

- To schedule jobs and manage payments.
- To comply with safety regulations and inspection requirements.
- To coordinate subcontractors or inspectors.
- To respond to lawful requests by authorities or regulatory bodies.

Your Choices

You can opt out of receiving marketing communications from us at any time by following the unsubscribe instructions provided in our emails.

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 information
- Your right to rectification - You have the right to ask us to rectify personal information 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 information in certain circumstances
- Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances
- Your right to object to processing - You have the right to object to the processing of your personal information in certain circumstances
- Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

If you wish to make a request, please contact us at:

**121, Cheadle Road,
Tean,
Stoke On Trent,**

**Staffordshire,
ST10 4DR**

Changes to this Policy

We may update this Privacy Policy from time to time. Please check this page periodically for any changes. Your continued use of our services after any modifications indicates your acceptance of the updated policy.

Contact Us

If you have questions or concerns about this Privacy Policy or our data practices, please contact us at:

DAF Plumbing and Heating Ltd

Office: **07736 937731**

Mobile: **07736 937731**

Complaints

If you have any concerns about our use of your personal information, you can make a complaint to us at:

DAF Plumbing and Heating Ltd

Office: **07736 937731**

Mobile: **07736 937731**

If you are unhappy with how we have used your data or responded to your query, you can also complain to the Information Commissioner's Office (ICO) at:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>