



GDPR PRIVACY NOTICE

Alexandra Heating Services Ltd.

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General Data Protection Regulations:

With effect from the 25th May 2018 the new general data protection came into force in which Alexandra Heating Services Ltd is compliant. We are committed to protecting your privacy and ensuring that your personal information is collected and used appropriately, lawfully and transparently. This privacy notice will inform you as to how we look after your personal data whenever that information is provided to us. This includes when you, or your business, request information from us, contact us (or we contact you), apply to set up an account with us, purchase goods and services from us, use our website, use our social media pages or apps, or any other engagement we have with you (regardless of where you are based).

Data Records:

Data records are held for business purposes and for contacting customers for service reminders, invoicing and provide information of new products and/or services we believe will be of relevance to you.

This contact data includes:

- Billing address.
- Home address.
- Email address.
- Telephone numbers.

Transaction Data:

Transaction Data includes details about you/your business trading history, includes:

- Payments amounts from you/your business.
- Payment dates from you/your business.

Usage Data:

Usage Data includes:

- Information as to how you use our website.
- Marketing and Communications Data includes your preferences as to whether you are happy to receive marketing from us and, if so, your communication preferences.

Aggregated Data:

We also collect, use and share Aggregated Data such as statistical or demographic data for any purpose. Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy notice.

We only use your data when the law allows us to. All information held will not be shared with third parties, except to register new boilers with manufacturers, our bookkeeper, our accountant and suppliers(for use for delivery of products only). All of whom we ask have the appropriate privacy, security and confidentiality in place to ensure that your information is kept secure.

Sharing Your Data:

We may have to share your personal data with External third parties, including:

Business partners, suppliers and sub-contractors for the performance of any contract we enter into with them or you.

Analytics and search engine providers that assist us in the improvement and optimisation of our services and website.

Professional advisers, including lawyers, banks, auditors and insurers.

HM Revenue and Customs, regulators and other authorities.

Entities involved in credit checking and anti-fraud activities, crime prevention/detection, risk assessment and management and dispute resolution.

Third parties whom we may choose to sell, transfer, or merge parts of our business or our assets.

Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy notice.

Where these third parties are our processors, we require them to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party processors to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions. Some of the third parties mentioned above, for example many professional advisers and HM Revenue and Customs, are controllers who, like us, are subject to specific obligations under data protection law, and who will have their own privacy notices setting out how they deal with personal data.

We only keep your information for as long is necessary or for legal and regulatory reasons. Personal information is disposed of securely.

Your Rights:

You have the right to ask us for a copy of the personal information we hold for you. You have the right to update or correct personal information, to delete your information (unless bound by finance regulations) and not to receive marketing communication from us.