

Privacy Policy for West Derby Heating and Plumbing

Last Updated: 03/2025

At West Derby Heating and Plumbing, we are committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, store, and share your personal information when you use our services, visit our website, or interact with us in other ways.

By using our services or visiting our website, you agree to the collection and use of your information as described in this Privacy Policy.

1. Information We Collect

We may collect the following types of personal information:

- **Personal Identification Information:** This includes your name, address, phone number, email address, and other information that you voluntarily provide to us when requesting services or contacting us.
- **Payment Information:** When making payments for services, we may collect billing information such as credit card details, bank account numbers, and payment history.
- **Technical Information:** When you visit our website, we may collect information such as your IP address, browser type, device type, and browsing activity to improve our website and services.
- **Service-related Information:** This includes information about the services you request, such as details of plumbing or heating systems, repairs, installations, and maintenance.

2. How We Use Your Information

We use your personal information for the following purposes:

- **Providing Services:** To deliver the plumbing and heating services you request, including scheduling appointments, providing quotes, and processing payments.
- **Communication:** To respond to your inquiries, send confirmations, updates, and follow-up communications related to the services provided.
- **Marketing:** With your consent, we may send promotional materials, offers, or newsletters related to our services. You can opt out of marketing communications at any time by following the unsubscribe instructions in the communication.
- **Improving Services:** To monitor and improve our services, website, and customer experience.
- **Legal Compliance:** To comply with any legal obligations or regulatory requirements.

3. Sharing Your Information

We will never sell, rent, or trade your personal information to third parties. However, we may share your information in the following cases:

- **Service Providers:** We may share your information with trusted third-party service providers who assist us in delivering services, processing payments, or improving our

website (e.g., hosting providers, payment processors). These third parties are required to protect your information in accordance with this Privacy Policy.

- **Legal Obligations:** We may disclose your information to comply with legal requirements, regulations, or to respond to legal claims, subpoenas, or lawful requests from authorities.

4. Data Security

We take reasonable steps to protect your personal information from unauthorized access, use, or disclosure. However, no data transmission over the internet can be guaranteed to be 100% secure, and we cannot guarantee the absolute security of your information.

5. Data Retention

We retain your personal information for as long as necessary to provide the services you have requested, comply with our legal obligations, resolve disputes, and enforce our agreements. Once your personal information is no longer required, it will be securely deleted or anonymized.

6. Your Rights

Depending on your location, you may have certain rights regarding your personal information, including:

- **Access:** You can request access to the personal information we hold about you.
- **Correction:** You can request that we correct any inaccurate or incomplete personal information.
- **Deletion:** You can request that we delete your personal information, subject to legal obligations and our legitimate interests.
- **Opt-out:** You can opt out of receiving marketing communications at any time by clicking the unsubscribe link in our emails or by contacting us directly.
- **Data Portability:** You may request that your personal information be provided in a structured, commonly used format, or transferred to another service provider.

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

7. Cookies

We use cookies to enhance your browsing experience on our website. Cookies are small data files stored on your device that help us improve the functionality and performance of our site. You can manage or disable cookies in your browser settings. However, please note that disabling cookies may affect your ability to use certain features of our website.

8. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of these external websites. We encourage you to read their privacy policies before providing any personal information.

9. Changes to This Privacy Policy

We may update or modify this Privacy Policy from time to time. Any changes will be posted on this page with the updated "Last Updated" date. We encourage you to review this policy periodically to stay informed about how we are protecting your information.

10. Contact Us

If you have any questions or concerns about this Privacy Policy or how we handle your personal information, please contact us:

West Derby Heating and Plumbing

Phone: 0151 315 0010

Email: info@westderbyheatingandplumbing.com

Website: <https://www.westderby-heatingandplumbing.co.uk/>