

# PRIVACY POLICY- THE HEAT SOURCE LINCOLNSHIRE LTD

## About us

We're The Heat Source Lincolnshire Ltd [info@theheatsource.co.uk](mailto:info@theheatsource.co.uk), and we're subject to English law.

We use customer information as further explained in this Privacy Policy. We'll be the "controller" of the information you (the customer) provide to us and that we collect about you. You have rights relating to the protection of your personal information. For more information on these, please see Your Rights below.

## What information do we collect and why?

We will collect certain personal information from and about you in the course of your relationship with us.

This information includes your name, address, contact details, and payment card information.

We may collect this information from you when you initiate an enquiry by telephone call or email and then request a call back or a site survey from us.

We process your information:

- to be able to carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, products and/or services that you request from us.
- for marketing purposes (where it is in our legitimate interests to promote our Services and we have balanced our legitimate interests with any potential risks to your data protection rights and consider that these are outweighed by the significant benefits in being able to provide the Services to you and to promote our business.
- as this is necessary in pursuit of our legitimate interests in offering, improving and marketing our Services. We have balanced our legitimate interests with any potential risks to your data protection rights and consider that these are outweighed by the significant benefits in being able to provide the Services to you and to improve our Services.
- We won't use your information for any other purposes unless we are required to do so by law.

## What about marketing?

If The Heat Source would occasionally like to contact you from time to time about our new, similar products and promotional offers (by email, SMS, post or telephone) you can opt out at any time by contacting us using the details at the end of this Privacy Policy.

## Do we make automated decisions concerning you?

No.

## Who do we share your information with?

We do not share your information with any third party.

## Will we transfer your information outside the UK?

No.

## How long will we keep your information?

We only keep your information for as long as is reasonably necessary for the purposes set out in this Privacy Policy and to fulfil our legal obligations.

We will keep your personal information for the period required to perform the relevant services and then for 12 months from the date you stop engaging with us.

Otherwise, we securely erase your information once no longer needed.

## Your rights

You have the following rights regarding your information:

### Rights

### What does this mean?

You have the right to be provided with clear, transparent and easily understandable information about how

### *The right to be informed*

use your information and your rights; hence this Privacy Policy.

<b><i>The right of access</i></b>	You have the right to obtain access to your information (if we're processing it), and other certain other certain information. This is so that you are aware and can check that we're using your information in accordance with data protection law.
<b><i>The right to rectification</i></b>	You're entitled to have your information corrected if it's inaccurate or incomplete.
<b><i>The right to erasure</i></b>	This is also known as 'the right to be forgotten' and, in simple terms, enables you to request the deletion or removal of information where there's no compelling reason for us to keep using it.  This is not a general right to erasure; there are exceptions.
<b><i>The right to restrict processing</i></b>	You have rights to 'block' or suppress further use of your information. When processing is restricted, we can still store your information, but may not use it further. We will keep lists of people who have asked for further use of their information to be 'blocked' to make sure the restriction is respected in future.
<b><i>The right to data portability</i></b>	You have rights to obtain and reuse your personal data for your own purposes across different services. E.g., if you decide to switch to a new provider, this enables you to move, copy or transfer your information easily between our IT systems and theirs safely and securely, without affecting its usability.
<b><i>The right to object</i></b>	You have the right to object to certain types of processing, including processing for direct marketing (which we do only with your consent).
<b><i>Rights in relation to automated decision making and profiling</i></b>	N/A

We will act on requests and provide information free of charge. We'll respond as soon as we can. Generally, this will be within one month from the time we receive your request, but if the request would take longer than that to deal with, we will let you know.

#### Making a complaint

If you are unhappy with how we've handled your information or you would like to exercise your rights, contact our Data Protection Officer here: [info@theheatsource.co.uk](mailto:info@theheatsource.co.uk)

If you're not satisfied with our response to your complaint or believe our processing of your information does not comply with data protection law, you can make a complaint to the UK data protection authority, the Information Commissioner's Office (ICO).

#### **How will you know if we amend this Privacy Policy?**

We may need to make changes to this Privacy Policy at any time. If we make any material change to how we collect, use or share your personal information, we will update this Privacy Policy and inform you of these changes by posting prominent notices of the key changes on our website or app.