

Privacy Policy

Data Controller: Samuel Smith

Vida Roofing Ltd

trading as **Vida Roofing Ltd**

registered at **102 Stort Tower**

Harlow

Essex

CM20 2NX

("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, and any other information you voluntarily provide when contacting us, requesting services, placing orders, or filling out forms/contact information on our website
- **ervice details:** flooring type, measurements, fitting requirements
- **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 respond to enquiries and provide roofing and building services.
- To issue quotations, invoices, and service confirmations.
- To manage appointments and communicate project updates.
- To improve customer service and website functionality.
- To comply with legal and regulatory obligations.

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 deliver roofing 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

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 as long as necessary to provide our services, and as required to comply with our legal obligations, resolve disputes, and enforce our policies.

When data is no longer required, we will securely delete or anonymize it. For example, electronic records will be permanently erased, and paper records will be shredded.

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 in password-protected digital systems/backups and, where relevant, in locked cabinets for any paper records. Access is restricted to authorised personnel only.
- Electronic files are backed up and, where required, encrypted.
- Paper records are stored in secured locked storage with controlled access.

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:

- Subcontractors and tradespeople involved in delivering services.
- Payment processors (for billing purposes)
- IT and website hosting providers (to maintain our online services)
- Call tracking providers (Media Hawk, CTM)
- Regulatory authorities if legally required

Why we may share this information:

- To fulfil service requests and manage projects.
- Payment processors (for billing purposes)
- To comply with legal obligations.
- To maintain business operations and communications.

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:

**102 Stort Tower,
Harlow,
Essex,
CM20 2NX**

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:

Vida Roofing Ltd
Office:
Mobile: **07482 112113**

Complaints

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

Vida Roofing Ltd
Office:
Mobile: **07482 112113**

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>