

SFIR Home Improvements Privacy Policy

What is This Privacy Policy For?

This privacy policy is for SFIR Home Improvements (sfir.uk) and governs the privacy of its users who choose to use it.

It explains how we comply with the GDPR (General Data Protection Regulation), the DPA (Data Protection Act) [pre-GDPR enforcement], and the PECR (Privacy and Electronic Communications Regulations). The policy sets out the different areas where user privacy is concerned and outlines the obligations & requirements of the users, the website, and the website owners. It also outlines how the website processes, stores and protects user data and information.

This website and its owners take a proactive approach to user privacy and ensure the necessary steps are taken to protect the privacy of its users throughout their visiting experience.

Use of Cookies

This website may use cookies to better the user's experience while visiting the website. Cookies are small files saved to the user's computer's hard drive that track, save and store information about the user's interactions and usage of the website. This allows the website to provide users with a more tailored experience within this website.

Website Visitor Tracking

This website may use tracking software to monitor its visitors to better understand how they use it. This software is provided by Google Analytics which uses cookies to track visitor usage. The software will save a cookie to your computer's hard drive in order to track and monitor your engagement and usage of the website. You can read Google's privacy policy here for further information <https://www.google.com/privacy.html>.

Other cookies may be stored on your computer's hard drive by external vendors when this website uses referral programs, sponsored links, or adverts (for example, by clicking on social media buttons or viewing videos housed on other sites). Such cookies are used for conversion and referral tracking and typically expire after 30 days, though some may take longer.

Adverts & Sponsored Links

This website may contain sponsored links and adverts. These will typically be served through our advertising partners, who may have detailed privacy policies relating directly to the adverts they serve. Clicking on any such adverts will send you to the advertisers' website through a referral program which may use cookies and will track the number of referrals sent from this website. Users should therefore note they click on sponsored external links at their own risk and this website and its owners cannot be held liable for any damages or implications caused by visiting any external links mentioned.

Cookie Consent

When you first visit our website, browsing and remaining on our website will imply that you agree to our use of cookies as explained in this policy. You can decide to withdraw your consent at any time by deleting the cookies on your computer (or mobile device). You can block or disable cookies by configuring your browser to block the installation of some or all cookies. If you block cookies, you can continue to use our website, although some services may be limited and you may not experience the full functionality of our website. For more information on deleting, disabling, or blocking cookies.

Who Has Access

Access to the data stored on the website is available to our website administrator and the company that supports the website for us.

Contact & Communication

Users contacting this website and/or its owners do so at their own discretion and provide any such personal details requested at their own risk. Your personal information is kept private and stored securely until a time it is no longer required or has no use.

This website and its owners use any information submitted to provide you with further information about the products/services they offer or to assist you in answering any questions or queries you may have submitted. This includes using your details to subscribe to any email newsletter program the website operates but only if this was made clear to you and your express permission was granted when submitting any form to the email process. Or whereby you the consumer have previously purchased from or enquired about purchasing from the company a product or service that the email newsletter relates to.

External Website Links & Third Parties

Although this website only looks to include quality, safe and relevant external links, users are advised to adopt a policy of caution before clicking any external web links mentioned throughout this website.

The owners of this website cannot guarantee or verify the contents of any externally linked website despite their best efforts. Users should therefore note they click on external links at their own risk and this website and its owners cannot be held liable for any damages or implications caused by visiting any external links mentioned.

Access to Your Personal Information

In accordance with GDPR, you may request details of personal information which we hold about you. If you would like a copy of the information held on you, please write to us. If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible. We will promptly correct any information found to be incorrect. If the request is manifestly unfounded or excessive you may be charged a "reasonable fee" for the administrative costs of complying with the request. You may also be charged for additional copies.

Changes to the Privacy Policy

We reserve the right to add to or change the terms of this privacy policy, without prior notice to you. If we change this privacy policy, we will post the new Privacy Policy on the Web Site, and it will become effective from the time of posting to the website. Please visit this privacy policy on a regular basis to make sure you have read the latest version.

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