

Calex Services - Privacy Policy

Effective Date: 15 September 2025

Calex Services is committed to protecting the privacy and security of your personal data. This privacy policy explains how we collect, use, and share information when you use our website services at www.calexservices.co.uk/services and any related interactions.

We are the data controller responsible for your personal data. We are registered with the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues. Our ICO registration number is ZC036719.

Please read this policy carefully to understand our practices regarding your information.

What Personal Data We Collect

We may collect, store, and use different types of personal data, which may include:

- **Identity & Contact Data:** Your name, title, address, email address, and telephone number.
- **Company Details:** Your job title and company information when you engage our services on behalf of a business.
- **Service Data:** Information related to the specific services you request, such as details for roofing consultations, flat roof surveys, or project requirements.
- **Website Usage Data:** Information about how you use our website, IT systems, and other systems, including IP addresses, login data, browser type, and usage patterns (collected via cookies and analytics).
- **Transaction Data:** Details about payments between us and other details of services you have purchased from us.
- **Marketing & Communications Data:** Your preferences in receiving marketing from us and our third parties and your communication preferences.

We collect most of this personal data directly from you via our website forms, by telephone, or email. We may also collect data from publicly accessible sources (like Companies House) or third-party analytics providers like Google.



How and Why We Use Your Personal Data

Under data protection law, we must have a valid legal basis for using your personal data. We typically use your personal data in the following circumstances:

We use your personal data to provide requested services, manage business operations, improve offerings, and send marketing communications when legally permitted.

Processing relies on contract necessity, legitimate business interests, legal obligations, or your consent. Providing certain personal data (such as your name, contact details, and service requirements) is necessary to enter into a contract with us or to receive our services. If you do not provide this information, we may not be able to process your request or provide the services. We do not use your personal data for automated decision-making, including profiling, that produces legal effects or similarly significantly affects you.

Who We Share Your Personal Data With

Your data may be shared with service providers, regulators, or potential new owners of the business. We ensure third parties handle your data securely.

Keeping Your Personal Data Secure

Security measures are in place to protect your data. Access is restricted, though online transmission risks exist.

How Long We Keep Your Personal Data

We retain your personal data only for as long as necessary to fulfil the purposes we collected it for, including satisfying any legal, accounting, or reporting requirements. For example:

- Service and transaction data: Up to 6 years for tax and legal purposes.
- Marketing data: Until you opt out or withdraw consent.
- Website usage data: Up to 2 years for analytics. To determine the appropriate retention period, we consider the amount, nature, and sensitivity of the data,



potential risks, and applicable legal requirements. When data is no longer needed, we securely delete or anonymise it.

Your Legal Rights

You have rights regarding your personal data, including:

- The right to access your data.
- The right to rectification (correction) of inaccurate data.
- The right to erasure (deletion) in certain circumstances.
- The right to restriction of processing (e.g., while we verify data accuracy). **You have the right to object to processing based on legitimate interests or for direct marketing at any time.**
- The right to data portability (receiving your data in a structured, machine-readable format).
- The right to object to processing (particularly for marketing or legitimate interests). You can also withdraw consent at any time where we rely on it. To exercise these rights, contact us using the details below. We may need to verify your identity before responding.

How to Complain

Contact us first with data concerns. You can also complain to the [ICO \(ICO www.ico.org.uk\)](https://ico.org.uk).

How to Contact Us

Reach us via post, email, or telephone:

Calex Services

Email: info@calexservices.co.uk

Telephone: 07869 610 937

Website: www.calexservices.co.uk/contact-us



Changes to this Privacy Policy

Updates will be posted and effective on this page. Review the page for changes. Last updated 15.09.25