



## Data Protection and Privacy Policy

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This Privacy Policy explains how Trade Leads UK may collect, use and share personal information when providing business-to-business construction support, lead generation, procurement, sourcing and consultancy services.

### 9.1 Information we may collect

Client business contact details, including names, roles, emails, telephone numbers and company information.

Supplier, subcontractor and project contact details gathered during research, sourcing and introductions.

Lead and enquiry details, including project notes, service requirements, target areas and communications history.

Billing, invoice and payment administration information.

Website, enquiry form, email and marketing communication data.

Documents, quotations, BOQs, scope information and commercial details provided by Clients or third parties.

### 9.2 How we use information

To provide lead generation, tender, procurement, sourcing, introduction and consultancy services.

To contact potential business customers, suppliers, subcontractors and service providers.

To manage onboarding, accounts, payments, disputes and service records.

To prepare lead handovers, quote comparisons, reports, trackers and service summaries.

To improve services, manage compliance and maintain business records.

To send relevant business-to-business communications where lawful and appropriate.

### 9.3 Lawful basis

Trade Leads UK should identify and record the appropriate lawful basis before processing personal data. Depending on the situation, likely bases may include contract, legitimate interests, legal obligation and consent where required.

For business-to-business outreach and direct marketing, Trade Leads UK should ensure the activity is lawful, fair and

transparent and respect objections and opt-outs.

### 9.4 Sharing information

Trade Leads UK may share relevant information with Clients, suppliers, subcontractors, service providers, professional advisers, insurers, IT providers, payment/accounting providers, legal/regulatory bodies and other parties

where necessary to provide services, comply with obligations or protect legitimate business interests.

### 9.5 Retention

Personal information should be kept only for as long as necessary for the purpose collected, including service



# TRADE LEADS UK

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Human-led construction support, lead generation, tender pricing, procurement and consultancy services

delivery, account management, legal compliance, dispute handling, insurance, accounting and legitimate business record keeping. Trade Leads UK should maintain a practical retention schedule and securely delete or archive information when no longer required.

### **9.6 Individual rights**

Individuals may have rights to access, correct, erase, restrict or object to certain processing and to complain to the Information Commissioner's Office. Trade Leads UK should provide a clear contact route for privacy requests and respond in accordance with applicable law.

### **9.7 Contact details**

Privacy contact: [insert privacy email]. Registered trading entity and address: [insert final company details].