

## PRIVACY POLICY

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### 1. Introduction

Red Pencil Pest Control (“we”, “us”, “our”) is committed to protecting and respecting your privacy. This policy explains how we collect, use, store, and protect personal data in accordance with the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**. It applies to all personal data obtained through our website, email, telephone, and in-person contact.

We are the **Data Controller** for your personal information.

Registered Office: [Insert address of business]

Contact for data protection matters: [admin@redpencilpestcontrol.co.uk](mailto:admin@redpencilpestcontrol.co.uk)

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### 2. What Information We Collect

We may collect the following types of information:

- **Contact details:** name, address, telephone number, email address.
- **Service information:** details of your pest issue, site location, access details, and any notes relevant to treatment.
- **Payment details:** invoices, receipts, and limited financial information (processed securely via third-party providers).
- **Communication records:** correspondence by email, phone, WhatsApp, or website contact forms.
- **Business and contract details:** if you are a commercial client or supplier.
- **Website usage data:** anonymised analytics, IP address, and cookie data (see Section 10).

We do **not** collect or store special category data (e.g. health, ethnicity, religion) unless it is directly relevant to site access or safety (e.g. allergies or vulnerability information supplied voluntarily).

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### 3. How We Use Your Information

We use personal data only for lawful purposes, including:

- To provide pest control services and quotations.
- To communicate about appointments, invoices, and aftercare.
- To meet legal and regulatory obligations (e.g. HMRC, insurance, health & safety).
- To manage customer relationships and service quality.
- To improve our website and business operations.

We will **never sell** your personal data to any third party.

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#### 4. Lawful Basis for Processing

We process data under the following lawful bases:

- **Contract:** to perform pest control services and manage customer accounts.
- **Legal obligation:** to meet tax, safety, and environmental regulations.
- **Legitimate interests:** to manage our business effectively and maintain service records.
- **Consent:** for marketing or follow-up contact (you may withdraw consent at any time).

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#### 5. How We Store and Protect Your Data

- Data is stored securely on encrypted systems and password-protected devices.
- Hard copy documents are stored in locked cabinets in restricted areas.
- Electronic data is regularly backed up and protected with antivirus and firewall systems.
- We retain customer records for **7 years** (in line with HMRC and insurance requirements), after which they are securely deleted or shredded.

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#### 6. Data Sharing

We may share limited information only where necessary:

- With trusted service providers (e.g. accountants, insurers, IT support, or subcontractors) under confidentiality agreements.
- With law enforcement or regulators when legally required.
- With suppliers or waste carriers where required for treatment traceability.

All partners handling data for Red Pencil Pest Control must comply with UK GDPR and data security standards.

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#### 7. Your Data Protection Rights

Under UK GDPR, you have the following rights:

1. **Right to access** – request copies of your data.
2. **Right to rectification** – correct inaccurate or incomplete data.
3. **Right to erasure (“right to be forgotten”)** – request deletion of your data, subject to legal retention requirements.
4. **Right to restrict processing** – limit how your data is used.
5. **Right to object** – to certain types of processing or marketing.
6. **Right to data portability** – request transfer of your data to another controller.

To exercise these rights, email [admin@redpencilpestcontrol.co.uk](mailto:admin@redpencilpestcontrol.co.uk).

We will respond within **one calendar month** as required by law.

## 8. Marketing and Communication

We may occasionally send follow-up emails or service reminders to existing customers under the “soft opt-in” rule of the Privacy and Electronic Communications Regulations (PECR).

You can opt out at any time by emailing [unsubscribe@redpencilpestcontrol.co.uk](mailto:unsubscribe@redpencilpestcontrol.co.uk) or using the unsubscribe link (where available).

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## 9. Data Breach Procedure

If a data breach occurs, we will:

- Contain and assess the incident immediately.
- Notify the Information Commissioner’s Office (ICO) within **72 hours**, if required.
- Inform affected individuals if there is a high risk to their rights or freedoms.
- Record the breach and corrective actions in our data security log.

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## 10. Website Cookies and Analytics

Our website uses cookies to:

- Enable basic functionality (session management, contact forms).
- Collect anonymised traffic data through Google Analytics.

Cookies do not collect identifiable personal information.

Users can manage or block cookies via browser settings.

See our separate **Cookie Policy** for more detail.

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## 11. External Links

Our website may include links to other organisations.

We are not responsible for the content or privacy practices of third-party sites.

We recommend reviewing their privacy policies before providing personal information.

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## 12. Updates to This Policy

This policy will be reviewed annually or sooner if legislation or operations change.

The latest version will always be available on our website and upon request.

### 13. Contact

For any questions or requests about this policy, please contact:

**Data Protection Officer**

Red Pencil Pest Control

Email: [admin@redpencilpestcontrol.co.uk](mailto:admin@redpencilpestcontrol.co.uk)

Phone: **01245 939242**

If you are dissatisfied with our response, you may contact:

**Information Commissioner's Office (ICO)**

Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF

📞 0303 123 1113 🌐 [www.ico.org.uk](http://www.ico.org.uk)

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**Signed:** Andy Wood **Name:** Andy Wood

**Position:** Director **Date:** 16 October 2025