



ACD Domestics

Privacy Policy

Last Updated: 15th November 2024

Introduction:

ACD Domestic ("we," "our," "us") is committed to protecting your personal data. This Privacy Policy explains how we collect, use, disclose, and protect your information when you visit our website www.acddomestics.co.uk or use our services.

Information We Collect:

We may collect and process the following types of information about you:

- **Personal Information:** Name, email address, phone number, and postal address.
- **Technical Data:** IP address, browser type and version, time zone, and operating system.
- **Marketing Data:** Your preferences for receiving marketing communications from us.
- **Usage Data:** Information about how you use our website and services.

This privacy notice tells you what to expect us to do with your personal information.

- Contact details.
- What information we collect, use, and why.
- Lawful bases and data protection rights.
- Where we get personal information from.
- How long we keep information.
- Who we share information with.
- How to complain.

What information we collect, use, and why:

We collect or use the following information for service updates or marketing purposes:

- Names and contact details

We collect or use the following personal information for dealing with queries, complaints or claims:

- Names and contact details

Lawful bases and data protection rights:

Under UK data protection law, we must have a "lawful basis" for collecting and using your personal information. There is a list of possible lawful bases in the UK GDPR. You can find out more about lawful bases on the ICO's website.

Which lawful basis we rely on may affect your data protection rights which are in brief set out below. You can find out more about your data protection rights and the exemptions which may apply on the ICO's website:

- Your right of access - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [You can read more about this right here.](#)
- Your right to rectification - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [You can read more about this right here.](#)
- Your right to erasure - You have the right to ask us to delete your personal information. [You can read more about this right here.](#)
- Your right to restriction of processing - You have the right to ask us to limit how we can use your personal information. [You can read more about this right here.](#)
- Your right to object to processing - You have the right to object to the processing of your personal data. [You can read more about this right here.](#)
- 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. [You can read more about this right here.](#)
- Your right to withdraw consent - When we use consent as our lawful basis you have the right to withdraw your consent at any time. [You can read more about this right here.](#)

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information for service updates or marketing purposes are:

- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
- We collect and use personal information to provide relevant updates and information about our services, products, and promotions that we believe may be of interest to our subscribers. This helps keep you informed about the latest news, offerings, and developments that are tailored to your preferences and needs. Our goal is to enhance your experience with our brand by ensuring you receive timely and useful content. You can opt out at any time if you no longer wish to receive such communications.
- Our lawful bases for collecting or using personal information for dealing with queries, complaints or claims are:
- Consent - we have permission from you after we gave you all the relevant information. All your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All your data protection rights may apply, except the right to portability. Our legitimate interests are:
- Our legitimate interest in collecting or using personal information for dealing with queries, complaints, or claims is to ensure efficient customer service and to improve our products and services. By addressing inquiries, resolving complaints, and handling claims, we aim to maintain high customer satisfaction, protect our reputation, and foster long-term relationships with our customers. This process also helps us identify areas for improvement and ensure that any issues are dealt with swiftly and effectively. Personal data is processed in a way that respects your privacy and is limited to what is necessary to fulfil these purposes.

Where we get personal information from:

- Directly from you

How long we keep information:

In line with UK privacy policy and data protection laws, including the UK GDPR and the Data Protection Act 2018, the following retention periods apply:

Enquiries:

We will retain personal information collected through enquiries for a period of 3 months. This is to allow time for review, training, and monitoring purposes, ensuring that we continuously improve our services. After this period, the data will be securely deleted or anonymized.

Newsletter Subscribers:

Personal information related to newsletter subscriptions will be retained until the subscription is cancelled by the user. You have the right to unsubscribe at any time, and upon cancellation, your data will be securely deleted from our systems.

We review our data retention policies regularly to ensure compliance with legal obligations and the principles of data minimization.

Who we share information with:

Others we share personal information with

- Organisations we need to share information with for safeguarding reasons
- Relevant regulatory authorities
- Organisations we’re legally obliged to share personal information with
- Suppliers and service providers

How to complain:

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's Contact Information:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

Contact Us:

If you have any questions about this Privacy Policy or our practices regarding your personal data, please contact us at:

Email: support@acddomestics.co.uk