

Privacy Policy

- *Document Version 1: Issued 10.05.2018*

Basement Masters Ltd. (" **We**" or "**Basement Masters**") is committed to protecting and respecting your privacy.

This Privacy Policy (the "**Policy**") (together with our terms of use and any other documents referred to therein) sets out the basis on which any personal data we collect from you (our "**Office**"), or that you provide to us, via our site, <https://www.basementmasters.co.uk> (our "**Site**"), will be processed by Basement Masters. Please read the following carefully to understand our views and practices regarding your Personal Data and how we will treat it. By visiting and using the Site/Office, you are accepting and consenting to the practices described in this Policy.

For the purpose of data privacy laws applicable to our business and broader offering, including, without limitation, the General Data Protection Regulations ("**GDPR**"), the data controller in regards to your Personal Data is Basement Masters Ltd. We are exempt from registering with the Information Commissioner's Office as we are only processing personal data for the core business purposes.

WHO WE ARE AND WHAT WE DO

Basement Masters is one of London's leading Basement specialists. We have been established since 2004 and have many years of experience and expertise, in both the design and the construction of basements.

We process your Personal Data (as defined under GDPR) in order to facilitate the making of contracts for services between the homeowner, agent or contractor (also referred to herein as the "**Customer**") and Basement Masters.

We do not collect 'sensitive data' (that is data about such matters as your religious beliefs or political opinions).

INFORMATION WE MAY COLLECT FROM YOU

We may collect and process the following data about you:

Information you give us. You may give us information about you by completing Enquiry/Quotation forms on our Site or by corresponding with us by phone, e-mail or otherwise (Office). The information you give us may include, without limitation, your name, address, e-mail address, phone number, photographs, Drawings and information to verify your identity.

Creating the space beneath your feet

Information We collect about you. With regard to each of your visits to our Site We reserve the right to automatically collect the following information:

- Technical information, including the Internet Protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions and operating system.
- Information about your visit, including the full Uniform Resource Locators (URL) clickstream to, through and from our Site (including date and time), products you viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page and any phone number used to call our customer service number.

COOKIES

Our Site uses cookies to assist us to enhance the functionality of the website only. We do not store any data generated by Cookies.

USES MADE OF THE PERSONAL DATA

I. We use information held about you in the following ways:

Information you give to us. We may use this information:

- To provide the services associated with our Site/Office and to provide you with the information, services that you request from us.

Information we collect about you. We will use this information:

- To administer our Site and for internal operations including troubleshooting, data analysis, testing, research and statistical and survey purposes.
- To improve our Site to ensure that content is presented in the most effective manner for you and your computer.
- To allow you to participate in interactive features of our service, when you choose to do so.
- As part of our efforts to keep our Site safe and secure.

Creating the space beneath your feet

II. We may disclose your Personal Data in the following ways:

Select Third Party Disclosures- We reserve the right to disclose your Personal Data with the following select third parties:

- Our suppliers and subcontractors (i.e., processors) that have been engaged by Basement Masters.
- Analytics and search engine providers that assist us in the improvement and optimisation of our Site.
- Credit reference agencies for the purpose of assessing your credit score.

III. We may disclose your personal information to third parties for the following reasons:

- In the event that We sell or buy any business or assets, in which case We may disclose your Personal Data to the prospective seller or buyer of such business or assets.
- If Basement Masters or substantially all of our assets are acquired by a third party, in which case Personal Data held by us about our customers will be one of the transferred assets.
- If We are under a duty to disclose or share your Personal Data in order to comply with any legal obligation, or in order to enforce or apply our terms and conditions and other agreements.
- To protect the rights, property, or safety of Basement Masters together with our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

SOCIAL MEDIA WIDGETS

Our service includes Social Media features, such as the Facebook, twitter etc. These features may collect your IP address, which page you are visiting on our Site, and may set a cookie to enable the feature to function properly. Social Media features and Widgets are either hosted by a third party or hosted directly on our Site. Your interactions with these Features are governed by the privacy policy of the company providing them.

KYC AND OTHER BACKGROUND SEARCHES

We reserve the right to carry out know your customer and other background searches on our Customers who wish to utilize our Services. All information We collect from such background searches will be kept completely confidential and will only be used by us to evaluate your application/registration to our Site. Except for providing this background information to our vendors and/or legal authorities, no other parties will be given access to this information without your prior consent.

Creating the space beneath your feet

WHERE WE STORE YOUR PERSONAL DATA

The data that We collect from you will be stored on a secure server with restricted access to authorised persons with secure login. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Policy.

SECURITY

We follow generally accepted industry standards to protect the information submitted to us, both during transmission and once We receive it. However, due to the nature of Internet communications and evolving technologies, unauthorized entry or use, hardware or software failure and other factors, the security of End User information may be compromised at any time. No method of transmission over the Internet, or method of electronic storage, is 100% secure.

Therefore, We cannot guarantee the absolute security of your information and disclaim any assurance that such information will remain free from loss, misuse or alteration by third parties who, despite our efforts, obtain unauthorized access.

Notwithstanding the foregoing, all information you provide to us is stored on our secure servers.

DATA RETENTION PERIOD

We will retain Personal Data only for as long as is necessary, subject to applicable privacy laws and regulations. In some cases, We will have a legal or statutory obligation to retain information for a set period (for example: accounting records).

POLICY TOWARDS CHILDREN

Basement Masters does not knowingly collect personal information from minors who are under the age of 16 through the Websites and/or the Services. If a parent or guardian becomes aware that his or her child has provided us with personally identifiable information without his/her consent, then he or she should contact Basement Masters at the address described below. If We become aware that a child under the age of 16 has provided us with personally identifiable information, We will delete such information from our files.

YOUR RIGHTS

Applicable privacy regulations (e.g. GDPR) give you certain rights in regards to the Personal Data We collect about you. Those rights include the following:

- To request from us access to Personal Data We may hold on you;
- To request the rectification of Personal Data;
- To impose restrictions on, or otherwise object to, processing your Personal Data;

Creating the space beneath your feet

- Data portability;
- Right to be forgotten (i.e. deletion right)

If you request that your Personal Data be deleted before a service transaction is complete, We may not be able to provide that service.

You have the right to ask us not to process your Personal Data for marketing purposes. We will usually inform you (before collecting your data) if We intend to use your data for such purposes or if We intend to disclose your information to any third parties for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms We use to collect your data. You can also exercise the right at any time by contacting us.

In addition, We expressly reserve the right to delay or otherwise deny any such request that you submit to us if said request would result in a violation of applicable laws and regulations, or otherwise adversely affect any legitimate interest We seek to assert.

CHANGES TO OUR PRIVACY POLICY

Any changes We may make to this Policy in the future will be posted on our Site, where appropriate, We will notify you via email. Please check back frequently to see any updates or changes to this Policy.

As permitted by applicable law, if you continue to use the Site and underlying services hereon after the effective date of any change to this Policy, then such access and/or use will be deemed an acceptance of and an agreement to follow and be bound by the updated Privacy Policy. The revised Policy supersedes all previous versions hereof. Upon our request, you agree to accept or sign a non-electronic version of this Privacy Policy and any other policies or agreements referenced hereunder.

ENQUIRIES & CONCERNS

You may contact Basement Masters by using the 'contact us' feature that can be found on our Site or by calling 0208 443 7099. We will do our best to provide a prompt response to your question. If you have any questions or complaints regarding this Privacy Policy, please contact us as described above. We will investigate your question, respond to your enquiry, and attempt to resolve any concerns regarding your privacy question. If you do not receive acknowledgement of your complaint or, if your complaint is not satisfactorily addressed by Basement Masters within 30 days from your submission of same, then please contact the Information Commissioner's Office.

Creating the space beneath your feet