

1. Introduction

Point1 Building Systems Ltd ("we," "our," "us") respects your privacy and is committed to protecting your personal data. This Privacy & Cookie Policy explains how we collect, use, disclose, and safeguard your information when you visit our website [www.point1buildingsystems.com]. It also outlines how we use cookies in compliance with the **General Data Protection Regulation (GDPR)**.

2. Information We Collect

We may collect and process the following types of personal data:

- **Personal Information:** Name, email address, phone number, and any details you provide through forms or enquiries.
- **Technical Data:** IP address, browser type, operating system, and website usage data via cookies and analytics tools.
- **Communication Data:** Any correspondence sent to us, including emails and contact form submissions.

3. How We Use Your Information

We use the information we collect for the following purposes:

- To respond to enquiries and provide requested services.
- To improve our website and user experience.
- To send marketing communications (where consent has been given).
- To comply with legal obligations.

We do **not** process any transactions through our website.

4. Legal Basis for Processing Data (GDPR Compliance)

Under section 6.1 of GDPR, we process personal data based on the following legal grounds:

- **Consent:** When you provide clear consent for us to process your data (e.g., subscribing to newsletters).
- **Contractual Necessity:** When processing is necessary for fulfilling a contract with you.
- **Legal Obligation:** When required by law to process data.
- **Legitimate Interests:** When processing is necessary for our legitimate business interests, provided they do not override your rights. These legitimate interests include:
 - Improving and maintaining the functionality and security of our website.
 - Responding to inquiries and providing support to potential and existing clients.

- Conducting business analysis to enhance our services and marketing efforts.
- Preventing fraud and ensuring the integrity of our systems.

5. Required Information and Consequences of Not Providing It

In some circumstances, you may be required by law or under contract to provide personal data. Specifically, we ask for your **current home address** (for individual clients) or **business address** (for business clients such as developers or contractors) and the **site address where a new building is being constructed (if different from the home or business address)**. This information is necessary to correctly **invoice the client** if a quotation becomes a legally binding contract. Failure to provide this information would make it difficult to form a legally binding contract between Point1 Building Systems Ltd and the client, and we would be unable to carry out our services without it.

6. How We Share Your Information

We do not sell, trade, or rent your personal data. However, we may share your information with:

- **Service Providers:** Third-party providers assisting with website analytics, hosting, and email services.
- **Legal Authorities:** If required by law or to protect our rights.
- **Business Partners:** Where necessary to deliver our services effectively.

7. Data Security

We implement security measures to protect your personal data from unauthorised access, alteration, disclosure, or destruction. However, no online transmission is 100% secure, and we cannot guarantee absolute security.

8. Your Rights (GDPR Compliance)

You have the right to:

- **Access** your personal data.
- **Rectify** inaccurate or incomplete data.
- **Erase** your data (right to be forgotten).
- **Restrict** or object to processing in certain circumstances.
- **Withdraw consent** for marketing communications.
- **Data portability**, allowing you to obtain and reuse your data for personal use.

To exercise these rights, please contact us at [\[enquiries@point1buildingsystems.com\]](mailto:enquiries@point1buildingsystems.com).

9. Withdrawing Your Consent

You have the right to withdraw your consent for the processing of your personal data at any time. Withdrawing consent will not affect the lawfulness of processing based on consent before its withdrawal. To withdraw your consent:

- Click the **unsubscribe** link in any marketing email.

- Contact us at [\[enquiries@point1buildingsystems.com\]](mailto:enquiries@point1buildingsystems.com) requesting withdrawal of consent.

Once consent is withdrawn, we will cease processing your personal data for the purposes for which consent was originally provided.

10. Marketing Communications and Unsubscribing

If you have subscribed to receive marketing emails from us, you have the option to unsubscribe at any time. To do so:

- Click the **unsubscribe** link included in any marketing email.
- Contact us at [\[enquiries@point1buildingsystems.com\]](mailto:enquiries@point1buildingsystems.com) to request removal from our mailing list.

Once unsubscribed, your email address will be permanently deleted from our list of subscribers to ensure you do not receive further marketing emails.

11. Cookie Policy

11.1 What Are Cookies?

Cookies are small text files stored on your device when you visit a website. They help improve website functionality, provide analytical insights, and enhance your browsing experience.

11.2 How We Use Cookies

We use cookies for the following purposes:

- **Essential Cookies:** Necessary for website functionality. These cannot be disabled.
- **Performance & Analytics Cookies:** Help us analyse website traffic and improve services.
- **Functional Cookies:** Enhance user experience by remembering preferences.
- **Marketing & Advertising Cookies:** Deliver relevant advertisements based on browsing behaviour.

11.3 Managing Your Cookie Preferences

In compliance with **GDPR**, you have the right to:

- Accept or reject non-essential cookies through our **cookie consent banner**.
- Adjust your browser settings to control cookie usage.
- Opt-out of third-party tracking via www.youronlinechoices.eu (for EU users).

Disabling cookies may impact website functionality.

12. Third-Party Links

Our website may contain links to third-party sites. We are not responsible for their privacy practices and encourage you to review their policies.

13. Complaints and Supervisory Authority

If you believe that we have not handled your personal data in accordance with applicable data protection laws, you have the right to file a complaint with a supervisory authority. In the UK, you can contact the **Information Commissioner's Office (ICO)**:

Information Commissioner's Office (ICO)

Website: <https://ico.org.uk>

Helpline: 0303 123 1113

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

We encourage you to contact us first at [enquiries@point1buildingsystems.com] so we can address any concerns before escalating to the ICO.

14. Changes to This Policy

We may update this policy from time to time. Changes will be posted on this page with the updated date.

15. Contact Us

For questions regarding this Privacy & Cookie Policy, please contact us at:

Point1 Building Systems Ltd

Email: [enquiries@point1buildingsystems.com]

Address: [Unit 5 & 8, Knights Park, Hussey Road, Battlefield Enterprise Park, Shrewsbury, Shropshire, SY1 3TE]