**PRIVACY POLICY**

[www.meridiuselectrical.co.uk](http://www.meridiuselectrical.co.uk)

Effective date: 1st March 2024

**1. Introduction**

Welcome to Meridius Electrical Ltd's Privacy Policy. We appreciate your interest in our electrical services, spanning from domestic installations to commercial and industrial projects. This policy outlines our commitment to protecting the privacy and security of your personal information.

As a company based in England and catering primarily to local users, we adhere strictly to the General Data Protection Regulation (GDPR) and UK privacy laws. The purpose of this document is to inform you about the types of personal information we collect, the means of collection, its usage, and your rights concerning your personal data.

**2. Who We Are**

Meridius Electrical Ltd, located in England, is a provider of comprehensive electrical services. Our offerings include but are not limited to domestic, commercial, and industrial electrical installations. As the data controller, we determine the purposes and means of processing your personal data on our website, [www.meridiuselectrical.co.uk](http://www.meridiuselectrical.co.uk/). For any privacy-specific concerns or inquiries, you can reach us via the contact details provided on our website.

**3. Information We Collect**

In the course of providing electrical services and information through our website, we may collect personal information that can be used to identify you. This information includes:

* **Contact Information:** Name, email address, phone number, and address when you submit inquiries through our website or sign up for our newsletter.
* **Technical Data:** IP address, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access our website.
* **Usage Data:** Information about how you use our website, products, and services.
* **Marketing and Communications Data:** Your preferences in receiving marketing from us and your communication preferences.

**4. How We Use Your Information**

The personal information we collect is used to provide and improve our electrical services and website experience. Specifically, we use your information to:

* Process inquiries and provide quotes for our electrical services.
* Send updates, news, and marketing communications, subject to your preferences.
* Ensure the security of our website, prevent fraud, and enforce our legal agreements.
* Comply with legal and regulatory requirements.

**5. Legal Basis for Processing**

Under GDPR and UK privacy laws, we are required to have a legal basis for processing your personal data. Our legal bases include:

* **Consent:** When you provide us with consent to process your personal information for a specific purpose.
* **Contractual Necessity:** When processing is necessary for the performance of a contract with you or to take steps at your request before entering into a contract.
* **Legal Obligation:** When we need to comply with a legal obligation.
* **Legitimate Interests:** When we have a legitimate interest in processing your personal data, provided this does not override your data protection interests or fundamental rights and freedoms.

**6. Sharing and Disclosing Your Personal Information**

We do not sell your personal information. However, we may share your information with third parties in the following circumstances:

* Service providers who perform services on our behalf, such as website hosting, data analysis, and marketing services.
* If required by law, such as to comply with a subpoena or similar legal process.
* To protect the rights, property, or safety of Meridius Electrical Ltd, our customers, or others.

**7. Data Security**

We take the security of your personal information seriously and have implemented appropriate technical and organizational measures to protect your data from unauthorized access, alteration, disclosure, or destruction. These measures include encryption, access controls, and secure data storage solutions. Despite our efforts, no security measures are entirely infallible; hence, we urge you to take care in protecting your personal data when on the internet.

**8. Data Retention**

We retain your personal information for as long as necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorized use or disclosure of your personal data, the purposes for which we process your personal data, and whether we can achieve those purposes through other means, and the applicable legal requirements.

**9. Your Rights Under GDPR and UK Privacy Laws**

As a data subject under GDPR and UK privacy laws, you have the following rights:

* **Right to Access:** You have the right to access your personal data and to request a copy of the personal data we hold about you.
* **Right to Rectification:** You have the right to request that we correct any information you believe is inaccurate or incomplete.
* **Right to Erasure:** Under certain conditions, you have the right to request the deletion of your personal data.
* **Right to Restrict Processing:** You have the right to request that we restrict the processing of your personal data, under certain conditions.
* **Right to Data Portability:** You have the right to request that we transfer the data we have collected to another organization, or directly to you, under certain conditions.
* **Right to Object:** You have the right to object to our processing of your personal data, under certain conditions.
* **Right to Withdraw Consent:** Where processing is based on consent, you have the right to withdraw consent at any time, without affecting the lawfulness of processing based on consent before its withdrawal.

To exercise any of these rights, please contact us using the contact details provided on our website.

**10. Cookies and Tracking Technologies**

Our website uses cookies and similar tracking technologies to track the activity on our service and hold certain information. Cookies are files with a small amount of data which may include an anonymous unique identifier. We use cookies to analyze our service's usage, to store your preferences, and to personalize your experience. You have the option to accept or refuse these cookies and know when a cookie is being sent to your computer. If you choose to refuse our cookies, you may not be able to use some portions of our service.

**11. International Transfers**

Your information, including personal data, may be transferred to — and maintained on — computers located outside of your state, province, country, or other governmental jurisdiction where the data protection laws may differ from those of your jurisdiction. If you are located outside England and choose to provide information to us, please note that we transfer the data, including personal data, to England and process it there. Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

**12. Links to Other Sites**

Our website may contain links to other sites that are not operated by us. If you click on a third-party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit. We have no control over and assume no responsibility for the content, privacy policies, or practices of any third-party sites or services.

**13. Children's Privacy**

Our Service is not directed to individuals under the age of 18. Meridius Electrical Ltd does not knowingly collect personally identifiable information from children under 18. If we become aware that we have collected Personal Data from children without verification of parental consent, we take steps to remove that information from our servers. If you believe that we might have any information from or about a child under 18, please contact us immediately.

**14. Changes to Our Privacy Policy**

Meridius Electrical Ltd reserves the right to update this Privacy Policy at our discretion to reflect changes to our practices or for other operational, legal, or regulatory reasons. When we make changes, we will revise the updated date at the top of this page. We encourage you to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page. Your continued use of our services after the posting of the revised policy implies your acceptance of such changes.

**15. Complaints**

If you have any concerns or complaints about how we handle your personal data, we encourage you to contact us first. Our team is committed to addressing your concerns and finding a satisfactory resolution. However, if you feel that your concerns have not been adequately resolved, you have the right to lodge a complaint with the relevant supervisory authority in your jurisdiction.

**16. Data Protection Officer**

Meridius Electrical Ltd has appointed a Data Protection Officer (DPO) to ensure our continued commitment to privacy and data protection principles. Our DPO is responsible for overseeing this Privacy Policy and our data protection obligations. If you have any questions about this Privacy Policy or our privacy practices, please contact our DPO via the contact information provided on our website.

**17. Third-Party Services**

Our website may employ third-party companies and individuals to facilitate our services ("Service Providers"), provide the service on our behalf, perform service-related services, or assist us in analyzing how our service is used. These third parties have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

**18. Analytics and Advertising**

We may use third-party Service Providers to monitor and analyze the use of our Service. Additionally, we may engage in online advertising to keep you aware of what we're up to and to help you see and find our products. Like many companies, we may target Meridius Electrical Ltd banners and ads to you when you visit other websites and apps, based on your Contact, Technical, Usage, and Profile Data. We may use software technologies such as web beacons, pixels, and ad tags for these purposes.

**19. Contact Us**

For any questions or comments about this Privacy Policy, our privacy practices, or if you would like to exercise your rights, please contact us using the details provided on our website.

**20. Governing Law**

This Privacy Policy is governed by and construed in accordance with the laws of England. Any disputes relating to this Privacy Policy will be subject to the jurisdiction of the courts of England.

**21. Effective Date**

This Privacy Policy is effective as of 1st March 2024, and will remain in effect except with respect to any changes in its provisions in the future, which will be in effect immediately after being posted on this page.

**22. Information Commissioner's Office (ICO) UK**

Meridius Electrical Ltd is registered with the Information Commissioner's Office (ICO) in the UK, adhering to the regulations set forth for data protection and privacy. As part of our commitment to data protection, we ensure compliance with the GDPR and UK privacy laws under the ICO's guidance.

If you have a concern about our information rights practices, you have the right to make a complaint to the ICO, the UK's supervisory authority for data protection issues ([www.ico.org.uk](http://www.ico.org.uk/)). We would, however, appreciate the chance to deal with your concerns before you approach the ICO, so please contact us directly in the first instance.