

PRIVACY POLICY

This Privacy Policy applies between you, the User of this Website, and Eco Efficient Home Solutions Ltd, the owner and provider of this Website. Eco Efficient Home Solutions Ltd takes the privacy of your information very seriously. This Privacy Policy applies to our use of any and all Data collected by us or provided by you in relation to your use of the Website.

Please read this Privacy Policy carefully.

Definitions and Interpretation

1. In this Privacy Policy, the following definitions are used:

Data	collectively all information that you submit to Eco Efficient Home Solutions Ltd via the Website. This definition incorporates, where applicable, the definitions provided in the Data Protection Laws;
Cookies	a small text file placed on your computer by this Website when you visit certain parts of the Website and/or when you use certain features of the Website. Details of the cookies used by this Website are set out in the clause below (Cookies);
Data Protection Laws	any applicable law relating to the processing of personal Data, including but not limited to the GDPR, and any national implementing and supplementary laws, regulations and secondary legislation;
GDPR	the UK General Data Protection Regulation;
Eco Efficient Home Solutions Ltd, we or us	Eco Efficient Home Solutions Ltd, a company incorporated in England and Wales with registered number 12902471 whose registered office is at Kao Hockham Building, Edinburgh Way, Edinburgh Way, Essex, CM202NQ;
UK and EU Cookie Law	the Privacy and Electronic Communications (EC Directive) Regulations 2003 as amended by the Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2011 & the Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2018;
User or you	any third party that accesses the Website and is not either (i) employed by Eco Efficient Home Solutions Ltd and acting in the course of their employment or (ii) engaged as a consultant or otherwise providing services to Eco Efficient Home Solutions Ltd and accessing the Website in connection with the provision of such services; and
Website	the website that you are currently using, www.eeh-s.com, and any sub-domains of this site unless expressly excluded by their own terms and conditions.

2. In this Privacy Policy, unless the context requires a different interpretation:

- a. the singular includes the plural and vice versa;
- b. references to sub-clauses, clauses, schedules or appendices are to sub-clauses, clauses, schedules or appendices of this Privacy Policy;

- c. a reference to a person includes firms, companies, government entities, trusts and partnerships;
- d. "including" is understood to mean "including without limitation";
- e. reference to any statutory provision includes any modification or amendment of it;
- f. the headings and sub-headings do not form part of this Privacy Policy.

Scope of this Privacy Policy

- 3. This Privacy Policy applies only to the actions of Eco Efficient Home Solutions Ltd and Users with respect to this Website. It does not extend to any websites that can be accessed from this Website including, but not limited to, any links we may provide to social media websites.
- 4. For purposes of the applicable Data Protection Laws, Eco Efficient Home Solutions Ltd is the "data controller". This means that Eco Efficient Home Solutions Ltd determines the purposes for which, and the manner in which, your Data is processed.

Data Collected

- 5. We may collect the following Data, which includes personal Data, from you:
 - a. name;
 - b. date of birth;
 - c. gender;
 - d. contact Information such as email addresses and telephone numbers;
 - e. demographic information such as postcode, preferences and interests;
 - f. financial information such as credit / debit card numbers;
 - g. IP address (automatically collected);
 - h. web browser type and version (automatically collected);
 - i. a list of URLs starting with a referring site, your activity on this Website, and the site you exit to (automatically collected);in each case, in accordance with this Privacy Policy.

How We Collect Data

- 6. We collect Data in the following ways:
 - a. data is given to us by you; and
 - b. data is collected automatically.

Data That is Given to Us by You

- 7. Eco Efficient Home Solutions Ltd will collect your Data in a number of ways, for example:
 - a. when you contact us through the Website, by telephone, post, e-mail or through any other means;
 - b. when you register with us and set up an account to receive our products/services;
 - c. when you elect to receive marketing communications from us;

- d. when you use our services;
- in each case, in accordance with this Privacy Policy.

Data That is Collected Automatically

- 8. To the extent that you access the Website, we will collect your Data automatically, for example:
 - a. we automatically collect some information about your visit to the Website. This information helps us to make improvements to Website content and navigation, and includes your IP address, the date, times and frequency with which you access the Website and the way you use and interact with its content.
 - b. we will collect your Data automatically via cookies, in line with the cookie settings on your browser. For more information about cookies, and how we use them on the Website, see the section below, headed "Cookies".

Our Use of Data

- 9. Any or all of the above Data may be required by us from time to time in order to provide you with the best possible service and experience when using our Website. Specifically, Data may be used by us for the following reasons:
 - a. internal record keeping;
 - b. improvement of our products / services;
 - c. transmission by email of marketing materials that may be of interest to you;
 - d. contact for market research purposes which may be done using email, telephone, fax or mail. Such information may be used to customise or update the Website;

in each case, in accordance with this Privacy Policy.
- 10. We may use your Data for the above purposes if we deem it necessary to do so for our legitimate interests. If you are not satisfied with this, you have the right to object in certain circumstances (see the section headed "Your rights" below).
- 11. For the delivery of direct marketing to you via e-mail, we'll need your consent, whether via an opt-in or soft-opt-in:
 - a. soft opt-in consent is a specific type of consent which applies when you have previously engaged with us (for example, you contact us to ask us for more details about a particular product/service, and we are marketing similar products/services). Under "soft opt-in" consent, we will take your consent as given unless you opt-out.
 - b. for other types of e-marketing, we are required to obtain your explicit consent; that is, you need to take positive and affirmative action when consenting by, for example, checking a tick box that we'll provide.
 - c. if you are not satisfied with our approach to marketing, you have the right to withdraw consent at any time. To find out how to withdraw your consent, see the section headed "Your rights" below.
- 12. When you register with us and set up an account to receive our services, the legal basis for this processing is the performance of a contract between you and us and/or taking steps, at your request, to enter into such a contract.
- 13. We may use your Data to show you Eco Efficient Home Solutions Ltd adverts and other content on other websites. If you do not want us to use your data to show you Eco Efficient Home Solutions Ltd adverts and other content on other websites, please turn off the relevant cookies (please refer to the section headed "Cookies" below).

Who We Share Data With

- 14. We may share your Data with the following groups of people for the following reasons:

- a. any of our group companies or affiliates - Streamlined Service Delivery: Sharing information with affiliates allows us to coordinate and streamline service delivery, ensuring that users receive consistent support and access to products or services across related entities.

Operational Efficiency: Group companies may provide essential operational functions, such as IT support, data storage, and customer service, which require access to user information to maintain efficiency and high-quality standards.

Marketing and Promotional Activities: Affiliates may assist in marketing efforts, offering users updates, special offers, or new services that may be relevant or beneficial, subject to user consent and preferences.

Legal and Regulatory Compliance: Sharing information within the corporate group can support compliance with legal and regulatory obligations, especially when data protection policies apply across all entities within the group.

Business Analytics and Strategic Decisions: Group companies may share data to analyze user needs, assess market trends, and make informed decisions that support innovation and growth, ultimately improving the user experience.

Information sharing with group companies or affiliates is done in accordance with data protection laws (e.g., GDPR), with stringent controls in place to safeguard user data and respect user privacy rights.;

- b. our employees, agents and/or professional advisors - Service Delivery: To provide, manage, and improve the services or products the user has requested. Employees involved in the service delivery process may need access to user information to fulfill their roles effectively.

Operational Support: Agents and professional advisers, such as IT support or external consultants, may assist in maintaining and securing the infrastructure used to process and store user information.

Legal and Regulatory Compliance: Professional advisers, such as legal or financial consultants, may require access to user information to ensure compliance with legal obligations, audit requirements, and regulatory standards.

Customer Support and Communication: Employees responsible for customer service may access user information to respond to inquiries, resolve issues, or offer support, ensuring a high-quality experience.

Business Interests and Improvements: To conduct business analyses, improve services, and make informed decisions on operational improvements that benefit users.

All sharing of user information with employees, agents, and advisers is governed by strict confidentiality agreements and conducted in accordance with GDPR and data protection regulations, ensuring that the user's privacy rights are protected at all times.;

- c. third party service providers who provide services to us which require the processing of personal data - Service Delivery and Fulfillment: Third-party providers may assist in delivering specific services or fulfilling orders, such as payment processing, shipping, and customer support, requiring access to user information to ensure smooth and accurate service.

Technical Support and Infrastructure: To maintain and enhance website performance, data security, and functionality, third-party providers may offer hosting, IT support, and maintenance services. This access ensures systems operate effectively and securely.

Analytics and Insights: Third-party analytics providers may analyze website usage, user behavior, and preferences to help us improve our services, personalize user experiences, and optimize our content and

marketing strategies.

Marketing and Advertising: Some third parties help manage marketing campaigns, including email communications, targeted ads, and social media promotions. With user consent, these providers use information to deliver relevant content and offers.

Legal and Regulatory Compliance: In some cases, third-party providers assist in ensuring compliance with legal obligations, such as secure data storage or anti-fraud monitoring.

Sharing with third-party providers is governed by data protection agreements to ensure that user information is used only as necessary, with strict confidentiality and security standards in place to protect privacy rights, in compliance with regulations such as the GDPR.;

- d. **third party payment providers who process payments made over the Website - Payment Processing:** Third-party payment providers facilitate secure transactions, allowing users to pay for products or services using various methods (e.g., credit/debit cards, bank transfers). User information, such as payment details, is shared to process these transactions efficiently and securely.

Fraud Prevention and Security: Payment providers implement anti-fraud measures and security protocols to protect both the user and the company from fraudulent transactions. Sharing information helps these providers verify identities and ensure legitimate transactions.

Compliance with Financial Regulations: Payment providers must comply with financial regulations and reporting requirements, such as anti-money laundering (AML) laws. Sharing user information ensures these providers meet regulatory standards and protect against illegal activities.

Transaction Confirmation and Record-Keeping: User information, including transaction history, may be shared with payment providers to confirm payments, issue receipts, or resolve any disputes related to a transaction.

Only necessary information is shared with third-party payment providers, and all data is transmitted securely, in compliance with data protection laws such as GDPR, to ensure user privacy and security.;

- e. **relevant authorities - Legal Compliance:** Sharing information with authorities is sometimes required by law, such as in response to a lawful request, subpoena, or court order. This ensures the company meets its legal obligations.

Public Safety and Law Enforcement: User information may be shared to assist law enforcement or government agencies in investigations related to criminal activity, fraud, or threats to public safety, helping to protect users and the public.

Regulatory Compliance: Relevant authorities may request information to ensure compliance with industry regulations, such as data protection laws, financial regulations, or health and safety standards. This may include audits, inspections, or other regulatory checks.

Protection of Rights: If necessary, user information may be shared to protect the rights, property, or safety of the company, its users, or others, especially in situations involving potential risks or violations of terms and conditions.

Sharing with relevant authorities is done only when legally required or permitted, and with strict adherence to data protection regulations, such as GDPR, to maintain user privacy and security while fulfilling legal responsibilities.;

in each case, in accordance with this Privacy Policy.

Keeping Data Secure

15. We will use technical and organisational measures to safeguard your Data, for example:
 - a. access to your account is controlled by a password and a user name that is unique to you.
 - b. we store your Data on secure servers.
 - c. payment details are encrypted using SSL technology (typically you will see a lock icon or green address bar (or both) in your browser when we use this technology).
16. We are certified to ISO 27001. This family of standards helps us manage your Data and keep it secure.
17. Technical and organisational measures include measures to deal with any suspected data breach. If you suspect any misuse or loss or unauthorised access to your Data, please let us know immediately by contacting us via this e-mail address: contact@eeh-s.com.
18. If you want detailed information from Get Safe Online on how to protect your information and your computers and devices against fraud, identity theft, viruses and many other online problems, please visit www.getsafeonline.org. Get Safe Online is supported by HM Government and leading businesses.

Data Retention

19. Unless a longer retention period is required or permitted by law, we will only hold your Data on our systems for the period necessary to fulfil the purposes outlined in this Privacy Policy or until you request that the Data be deleted.
20. Even if we delete your Data, it may persist on backup or archival media for legal, tax or regulatory purposes.

Your Rights

21. You have the following rights in relation to your Data:
 - a. **Right to access** - the right to request (i) copies of the information we hold about you at any time, or (ii) that we modify, update or delete such information. If we provide you with access to the information we hold about you, we will not charge you for this, unless your request is "manifestly unfounded or excessive." Where we are legally permitted to do so, we may refuse your request. If we refuse your request, we will tell you the reasons why.
 - b. **Right to correct** - the right to have your Data rectified if it is inaccurate or incomplete.
 - c. **Right to erase** - the right to request that we delete or remove your Data from our systems.
 - d. **Right to restrict our use of your Data** - the right to "block" us from using your Data or limit the way in which we can use it.
 - e. **Right to data portability** - the right to request that we move, copy or transfer your Data.
 - f. **Right to object** - the right to object to our use of your Data including where we use it for our legitimate interests.
22. To make enquiries, exercise any of your rights set out above, or withdraw your consent to the processing of your Data (where consent is our legal basis for processing your Data), please contact us via this e-mail address: contact@eeh-s.com.
23. If you are not satisfied with the way a complaint you make in relation to your Data is handled by us, you may be able to refer your complaint to the relevant data protection authority. For the UK, this is the Information Commissioner's Office (ICO). The ICO's contact details can be found on their website at <https://ico.org.uk/>.
24. It is important that the Data we hold about you is accurate and current. Please keep us informed if your Data changes during the period for which we hold it.

Links to Other Websites

25. This Website may, from time to time, provide links to other websites. We have no control over such websites and are not responsible for the content of these websites. This Privacy Policy does not extend to your use of such websites. You are advised to read the Privacy Policy or statement of other websites prior to using them.

Changes of Business Ownership and Control

26. Eco Efficient Home Solutions Ltd may, from time to time, expand or reduce our business and this may involve the sale and/or the transfer of control of all or part of Eco Efficient Home Solutions Ltd. Data provided by Users will, where it is relevant to any part of our business so transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this Privacy Policy, be permitted to use the Data for the purposes for which it was originally supplied to us.
27. We may also disclose Data to a prospective purchaser of our business or any part of it.
28. In the above instances, we will take steps with the aim of ensuring your privacy is protected.

Cookies

29. This Website may place and access certain Cookies on your computer. Eco Efficient Home Solutions Ltd uses Cookies to improve your experience of using the Website and to improve our range of services. Eco Efficient Home Solutions Ltd has carefully chosen these Cookies and has taken steps to ensure that your privacy is protected and respected at all times.
30. All Cookies used by this Website are used in accordance with current UK and EU Cookie Law.
31. Before the Website places Cookies on your computer, you will be presented with a message bar requesting your consent to set those Cookies. By giving your consent to the placing of Cookies, you are enabling Eco Efficient Home Solutions Ltd to provide a better experience and service to you. You may, if you wish, deny consent to the placing of Cookies; however certain features of the Website may not function fully or as intended.
32. This Website may place the following Cookies:

Type of Cookie	Purpose
Strictly necessary cookies	These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.
Analytical/performance cookies	They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
Functionality cookies	These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region). By using the Website, you agree to our placement of functionality cookie.

Targeting cookies

These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

33. You can find a list of Cookies that we use in the Cookies Schedule.
34. You can choose to enable or disable Cookies in your internet browser. By default, most internet browsers accept Cookies but this can be changed. For further details, please see the help menu in your internet browser. You can switch off Cookies at any time, however, you may lose any information that enables you to access the Website more quickly and efficiently.
35. You can choose to delete Cookies at any time; however, you may lose any information that enables you to access the Website more quickly and efficiently including, but not limited to, personalisation settings.
36. It is recommended that you ensure that your internet browser is up-to-date and that you consult the help and guidance provided by the developer of your internet browser if you are unsure about adjusting your privacy settings.
37. For more information generally on cookies, including how to disable them, please refer to aboutcookies.org. You will also find details on how to delete cookies from your computer.

General

38. You may not transfer any of your rights under this Privacy Policy to any other person. We may transfer our rights under this Privacy Policy where we reasonably believe your rights will not be affected.
39. If any court or competent authority finds that any provision of this Privacy Policy (or part of any provision) is invalid, illegal or unenforceable, that provision or part-provision will, to the extent required, be deemed to be deleted, and the validity and enforceability of the other provisions of this Privacy Policy will not be affected.
40. Unless otherwise agreed, no delay, act or omission by a party in exercising any right or remedy will be deemed a waiver of that, or any other, right or remedy.
41. This Agreement will be governed by and interpreted according to the law of England and Wales. All disputes arising under the Agreement will be subject to the exclusive jurisdiction of the English and Welsh courts.

Changes to This Privacy Policy

42. Eco Efficient Home Solutions Ltd reserves the right to change this Privacy Policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the Website and you are deemed to have accepted the terms of the Privacy Policy on your first use of the Website following the alterations.

You may contact Eco Efficient Home Solutions Ltd by email at contact@eeh-s.com.

Attribution

43. This Privacy Policy was created using a document from [Rocket Lawyer](https://www.rocketlawyer.com/gb/en) (<https://www.rocketlawyer.com/gb/en>).

This Privacy Policy was created on **01 November 2024**.

Cookies

Below is a list of the cookies that we use. We have tried to ensure this is complete and up to date, but if you think that we have missed a cookie or there is any discrepancy, please let us know.

Strictly necessary

We use the following strictly necessary cookies:

Description	Purpose
Session Cookie	We use this session cookie to remember you and maintain your session while you navigate our website. It enables us to keep you logged in as you move between pages and ensures secure access to your account.
Authentication Cookie	This cookie helps verify your identity when you log in to our website. It ensures that you can access only the pages and features relevant to your account and enhances security by preventing unauthorized access.
Load Balancing Cookie	We use this cookie to distribute traffic across different servers, helping our website perform efficiently. It ensures a smooth browsing experience by balancing the load on our servers, especially during high-traffic periods.
User Preference Cookie	This cookie remembers your language preference and region settings, so you don't need to reselect them each time you visit. It ensures a seamless and personalized experience on our website.
Shopping Cart Cookie	For users making purchases, this cookie allows us to remember items you have added to your shopping cart as you browse, so they remain saved until checkout.

Functionality

We use the following functionality cookies:

Description	Purpose
User Preferences Cookie	This cookie remembers your preferences, such as language selection, font size, and layout, so that when you return to our website, it appears customized to your choices for a better user experience.
Location Cookie	We use this cookie to detect your location (with your consent) to provide region-specific content and services, such as local pricing and language options.
Live Chat Support Cookie	This cookie enables live chat support on our website, allowing us to connect you with a support agent and continue the conversation if you navigate to different pages.

Video Player Settings Cookie	This cookie saves your video playback settings, such as volume and playback quality, so your preferences are remembered each time you watch videos on our site.
Remember Login Cookie	We use this cookie to remember your login credentials if you select 'Remember Me' at login, so you can quickly access your account on future visits without needing to re-enter your username and password.

Analytical/Performance

We use the following analytical/performance cookies:

Description	Purpose
Google Analytics Cookie	We use this cookie to collect anonymous data on how users interact with our website, such as pages visited, time spent, and links clicked. This information helps us analyze site traffic and improve the website's performance and content based on user behavior.
Visitor Tracking Cookie	This cookie helps us count the number of visitors to our site and understand visitor traffic patterns. It enables us to identify popular sections of our website and optimize user experience accordingly.
Bounce Rate Cookie	We use this cookie to monitor bounce rates, or how often users leave the site after viewing only one page. This helps us understand and improve user engagement by optimizing landing pages and navigation.
Page Load Time Cookie	This cookie collects data on page loading times and other performance metrics. By identifying pages that may load slowly, we can make improvements to enhance overall site performance and speed.
Heatmap Tracking Cookie	This cookie records user interactions, such as clicks and scrolling behavior, in a visual heatmap format. It helps us understand which areas of a page receive the most attention and optimize the design accordingly.

Targeting

We use the following targeting cookies:

Description	Purpose
Ad Personalization Cookie	We use this cookie to personalize the ads you see on our website and other websites based on your browsing history and interests. It helps ensure that the advertisements shown are relevant to you.
Retargeting Cookie	This cookie allows us to display ads on third-party websites that may interest you based on pages you visited on our site. It helps us reach users who have shown interest in our products or services.

Social Media Integration Cookie	We use this cookie to enable social media platforms like Facebook and Instagram to show you relevant ads based on your activity on our website. It also allows you to share our content on social media.
Affiliate Tracking Cookie	
Cross-Device Tracking Cookie	This cookie helps us track referrals from affiliate websites. It allows us to understand how you reached our site and credit affiliates for directing you to our site, enhancing our partnerships.
	This cookie tracks your interactions across different devices, such as mobile and desktop, to ensure you receive consistent, relevant advertising on all your devices based on your browsing patterns.