

Effective Date: 01/09/2024

Green Wave Services ("we," "our," "us") is committed to protecting your personal data and privacy. This privacy policy explains how we collect, use, and protect your information, as well as your rights regarding your data. If you have any questions, please contact us using the details below.

Contact Information

- **Business Name:** Green Wave Services
- **Contact Address:** 2.1 Mill Lane, Halton, Lancaster, LA2 6ND
- **Email:** info@greenwaveelectrical.com
- **Phone:** 07422966120

Representative Details

If you have any queries about this policy or our data practices, you may also contact our data protection representative:

- **Name:** Mr Carl Hutchinson
- **Contact Details:** 07422966120

Purpose of Data Processing

We process personal data to:

- Provide and improve our services.
- Fulfill legal and contractual obligations.
- Respond to customer inquiries and feedback.
- Conduct marketing and promotional activities (with your consent).
- Ensure compliance with applicable laws and regulations.

Lawful Basis for Processing

We process personal data based on the following lawful bases:

- **Consent:** When you provide explicit consent for specific purposes (e.g., subscribing to newsletters).
- **Contractual Obligation:** When processing is necessary to fulfill a contract with you.
- **Legal Obligation:** When we are required to process data to comply with the law.
- **Legitimate Interest:** When processing is necessary for our legitimate interests, provided it does not override your rights.

Categories of Personal Data Collected

We may collect the following types of personal data:

- **Contact Information:** Name, email address, phone number, and postal address.
- **Demographic Information:** Age, gender, and preferences.
- **Transaction Data:** Details of products or services you have purchased.
- **Technical Data:** IP address, browser type, device information, and usage data.
- **Marketing Preferences:** Information regarding your preferences for receiving marketing communications.

Data Recipients

We may share your personal data with:

- Service providers who assist in delivering our services (e.g., payment processors, hosting providers).
- Legal and regulatory authorities, as required by law.
- Third parties with your explicit consent.

International Data Transfers

If we transfer your data outside the UK or EEA, we ensure appropriate safeguards are in place, such as:

- Standard Contractual Clauses approved by the UK/EU.
- Transfers to countries with adequate data protection laws.

Data Retention

We retain personal data only as long as necessary for the purposes outlined in this policy or as required by law. Retention periods vary depending on the type of data and processing purpose.

Your Rights

You have the following rights under the UK GDPR and the Data Protection Act 2018:

- **Right to Access:** Request a copy of your personal data.
- **Right to Rectification:** Request corrections to inaccurate or incomplete data.
- **Right to Erasure:** Request deletion of your personal data (subject to legal and contractual obligations).
- **Right to Restrict Processing:** Request limitations on how your data is processed.
- **Right to Data Portability:** Request transfer of your data to another organization.
- **Right to Object:** Object to data processing based on legitimate interests or direct marketing.
- **Right to Withdraw Consent:** Withdraw consent at any time, where processing is based on consent.
- **Right to Complain:** Lodge a complaint with the **Information Commissioner's Office (ICO)** if you believe your data rights have been violated.

How to Withdraw Consent or Complain

- To withdraw consent, contact us at [Insert Email].
- To file a complaint, contact the ICO at <https://ico.org.uk> or call 0303 123 1113.

Data Sources

We collect personal data from:

- Direct interactions (e.g., forms you complete on our website).
- Automated technologies (e.g., cookies, analytics tools).
- Third parties (e.g., marketing affiliates or publicly available sources).

Statutory or Contractual Obligations

Providing certain personal data may be a requirement for entering into a contract or complying with legal obligations. Failure to provide such data may prevent us from delivering our services.

Automated Decision-Making

We do not use automated decision-making processes, including profiling, that have legal or significant effects on you.

Non-Compliance and Recourse

If we fail to comply with this privacy policy or applicable laws, you may:

- Contact us directly to resolve the issue.
- File a complaint with the **Information Commissioner's Office (ICO)**.

Updates to This Privacy Policy

We may update this policy from time to time. The updated version will be posted on our website with the effective date. Please review this policy regularly to stay informed about how we process your data.

For further information or assistance, please contact us at info@greenwaveelectrical.com or 07422966120.