



Smart Energy Group Ltd trading as Smart Energy Homes – Privacy Policy

Website: www.smartenergyhomes.co.uk

Last updated: 11th June 2026

Change of Policy

We may occasionally update this Privacy Notice to reflect customer or company feedback and changes in legal requirements. Any changes will be posted on this page with the updated “Last updated” date. Please review this page periodically to stay informed.

Privacy

Smart Energy Group Ltd, trading as Smart Energy Homes, is committed to protecting the privacy of your personal information. We aim to be transparent in our data handling practices and fully compliant with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

Our organisation acts as a Data Controller, as we keep or process information about living individuals and must comply with the rules on how personal information is collected and used.

Lawful Basis for Processing

We must have a valid lawful basis to process your data. Our processing is based on the following UK GDPR lawful bases:

- **Contract:** To fulfil our contractual obligations, such as providing a quotation, acting as a credit intermediary, or providing a warranty.
- **Legal Obligation:** To comply with health and safety legislation and other statutory duties.
- **Legitimate Interests:** For purposes such as creating finance plans through lenders, carrying out customer surveys, or improving our services. You may object to processing based on legitimate interests by contacting us at the address below.
- **Consent:** When processing personal data for marketing purposes, we will only do so if you have explicitly opted in. You can withdraw your consent at any time.

Collection of Your Information

We collect personal information only when you provide it voluntarily. By giving us your personal data, you are explicitly consenting to its use as described in this Privacy Policy and at the point of collection. If you later wish to limit or withdraw consent, you may do so by writing to us at the address provided below.

We may collect and process the following types of data:

- Information provided when buying our products or services
- Information submitted through forms or applications

- Correspondence with Sales or Customer Relations teams

- Recruitment information submitted during hiring processes
- Registration for alerts or newsletters (with explicit opt-in)
- Social media interactions
- Statistical browsing data to administer job applications

We only collect information necessary to provide our services and will never require information that is unrelated to our services.

Data Retention

We retain personal data only for as long as necessary for the purposes outlined in this policy:

- Customer and sales records: 6 years (for contractual, legal, and accounting purposes)
- Marketing data: until consent is withdrawn
- Recruitment data: 12 months after the recruitment process concludes
- Statistical browsing data: 6 months

With Whom We Share Your Information

We may share your personal information with:

- Our principal or agents
- The Financial Conduct Authority
- Finance lenders, brokers, or credit reference agencies (if applying for finance)
- Fraud prevention agencies
- Law enforcement authorities, where legally required

All data processing occurs within the UK, and we do not transfer personal data outside the UK.

Your Rights

Under the UK GDPR, you have the following rights:

1. **Access:** You can request a copy of personal data we hold about you.
2. **Correction:** You may request corrections to inaccurate or incomplete data.
3. **Objection:** You can object to processing based on legitimate interests.
4. **Consent Withdrawal:** You may withdraw marketing consent at any time.
5. **Complaint:** If dissatisfied with our handling of your data, you may contact the **Information Commissioner's Office (ICO)** at 0303 123 1113 or www.ico.org.uk.

Requests should be sent to:



Smart Energy Group Ltd (Company Registration No. 09806625), trading as Smart Energy Homes, Brecon House, William Brown Close, Llantarnam Industrial Park, Cwmbran, Wales, NP44 3AB, email: info@smartenergyhomes.netA fee may be applied if a request is manifestly unfounded or excessive.

Security

We implement appropriate physical, electronic, and managerial measures to protect personal data from unauthorised access, loss, or disclosure. These measures include secure servers, restricted access, and encryption where necessary.

Cookies

What are cookies

A cookie is a small file placed on your device to analyse website traffic and tailor your experience.

How we use cookies

We use cookies for statistical analysis to improve the website and monitor usage.

Cookie Consent

Upon visiting our website, you will be presented with a cookie banner. You must opt-in to allow non-essential cookies. Essential cookies necessary for website functionality are exempt from consent. You can change cookie preferences at any time through your browser or the website banner.

Cookies do not give us access to your computer or personal information beyond what you provide.

Links to Other Websites

Our website may contain links to other websites. Once you leave our site, we are not responsible for the privacy practices of external websites. Please review their privacy policies independently.