



# Privacy Policy

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Version 1.0

Version	Date	Updated by	Approved by
1.0	15/08/2025	Claire Butcher	

This policy will be reviewed annually or following UK changes, to ensure it remains effective and up to date with current legislation.

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## Introduction

We respect your privacy and are committed to protecting your personal data. This policy explains what we collect, how we use it, and your rights.



## 1. Who we are

SMH Plumbing and Heating (“we”, “us”, “our”) provides bathroom fitting and related services in the UK. Our registered address is: Unit 20, The Sidings, Hound Road, Netley, Southampton SO31 5QA  
Contact email: info@smhltd.net  
Telephone: 023 80179486

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## 2. What information we collect

We may collect:

- **Contact details** – name, email, phone number, address.
  - **Project information** – details you give us when requesting a quote or service.
  - **Payment details** – if you pay us directly (we do not store card details).
  - **Website usage data** – via cookies, analytics, or forms.
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## 3. How we collect it

- When you fill in our contact or quote form.
  - When you speak to us by phone, email, or in person.
  - Automatically, when you visit our website (through cookies and analytics).
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## 4. How we use your information

We use your data to:

- Provide quotes and carry out our services.
- Respond to enquiries.
- Send service-related information (e.g., appointment reminders).
- Improve our website and customer service.
- Meet legal or regulatory requirements.



## 5. Legal basis for using your data

We only use your data when:

- You've given **consent** (e.g., to receive marketing emails).
  - It's **necessary for a contract** (e.g., carrying out your bathroom fitting project).
  - We have a **legal obligation** (e.g., tax records).
  - It's in our **legitimate interest** (e.g., improving services).
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## 6. Who we share your data with

We will never sell your data.

We may share it with:

- Trusted contractors and suppliers involved in your project.
  - Service providers such as website hosting, email, and payment processors.
  - Regulatory or legal authorities if required.
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## 7. How long we keep your data

We keep personal data only as long as needed:

- Project records – up to 6 years (for tax and warranty purposes).
  - Marketing contacts – until you unsubscribe.
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## 8. Your rights

You have the right to:

- Access the personal data we hold about you.
- Correct any inaccurate data.
- Ask us to delete your data (where legally possible).



- Object to how we process your data.
- Withdraw consent at any time.

To exercise these rights, contact us at [info@smhltd.net](mailto:info@smhltd.net)

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## 9. Cookies

We use cookies to make our website work and to understand how visitors use it. For more details, see our **Cookie Policy**.

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## 10. Changes to this policy

We may update this Privacy Policy from time to time. Changes will be posted on this page.

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## 11. Contact us

If you have questions about this policy or how your data is handled, email us at: [info@smhltd.net](mailto:info@smhltd.net)

If you are not satisfied with our response, you can contact the UK Information Commissioner's Office (ICO) at <https://ico.org.uk>.