

Privacy Policy for LMG Gas & Appliance Services

Effective Date: 21st March 2025

At LMG Gas & Appliance Services, we are committed to protecting and respecting your privacy. This Privacy Policy outlines how we collect, use, and protect your personal data when you interact with our services.

1. Information We Collect

We may collect the following types of personal information:

- **Basic Identification Data:** Name, address, phone number, email address (depending on how you contact us, such as through phone, email, social media, etc.).
- **Service-Related Information:** Details of the services provided to you (e.g., gas and appliance repair history), appliance information (e.g., model, serial number), preferred service times or scheduling preferences, any customer feedback or reviews.
- **Payment Information:** Credit/debit card details (if applicable, e.g., for payment processing), billing information, transaction history (payment amounts, dates, etc.).
- **Communication Data:** Text messages (SMS), email correspondence, phone call records, website form, messages via social media (e.g., Facebook, WhatsApp, Instagram).
- **Location Data:** IP address, geolocation data (if relevant to service location or delivery), or service address for appointment scheduling.
- **Marketing & Advertising Data:** Responses to promotions or offers, marketing, or special offers, referral or affiliate information.
- **Legal & Compliance Data:** Tax identification number (for invoicing or tax purposes), payment receipts or invoices, service contracts, or agreements.
- **Health-Related Data:** If relevant to the service (e.g., working with appliances related to medical needs or environments), we may collect health-related information, but we will only use this data for the specific service required and ensure it is securely handled.

2. How We Collect Information

We collect your personal information in the following ways:

- **Online Contact Forms:** When you fill out a contact form on our website.
- **Phone Calls and Text Messages:** If you contact us by phone or text.
- **Email and Social Media:** If you reach out to us through email or social media platforms like WhatsApp, Instagram, Facebook.
- **In-Person Communication:** If applicable, should you provide personal information during in-person interactions.

- **Cookies and Website Analytics:** Our website may collect location data and analytics information to improve the website experience (e.g., number of visits, pages viewed, and time spent on the website).

3. Why We Collect Your Information

We collect and use your personal information for the following purposes:

- **Scheduling Service Appointments:** To book and provide you with the gas and appliance repair services you request.
- **Customer Support:** To respond to inquiries, resolve issues, and offer assistance as needed.
- **Tax and Legal Purposes:** To retain information for tax returns, invoicing, and other legal requirements.
- **Marketing and Promotions:** To send you special offers, promotions, and other business-related communications.
- **Health-Related Services:** To ensure that we provide the correct service in relation to any medical or health-related appliance needs (if applicable).

4. Lawful Bases for Processing Personal Data

We rely on the following lawful bases for processing your personal data:

- **Consent:** You have given clear consent for your personal data to be processed for a specific purpose.
- **Contract:** The processing is necessary for a contract we have with in relation to the service being provided.
- **Legal obligation:** The processing is necessary to comply with the law (not including contractual obligations), (for tax purposes).

We process health-related data based on the following lawful bases:

- **Explicit Consent:** Health data will only be processed if explicitly and willingly provided by you if relevant to the service being provided. You may withdraw this consent at any time by contacting us.
- **Contractual Necessity:** If processing health-related data is necessary to fulfil our contract with you (e.g., inability to provide access to appliance), we will handle this data in line with the service requested.

We will only collect and process the minimum amount of health-related information necessary to provide the service and will ensure that it is stored securely.

5. Third-Party Sharing

We may share your personal data with a subcontracted third-party company from which we receive customers, solely for the purpose of liaising about your service. The third party provides

us with customer details, and any communication with them is related only to the fulfilment of services. We do not share your data for marketing or other purposes.

5. Data Retention

We may retain your personal information (name, contact details, service history, payment information, health data) for as long as you are a customer of LMG Gas & Appliance Services. After the service relationship ends, we may retain your data for a reasonable period (typically up to 5-7 years) to allow us to provide repeat services or offer customer support if needed. We may also retain data for tax, accounting, or legal purposes as required by law. We may delete your data earlier in certain circumstances such as storage capacity limits, obtainment of a new device. While we strive to maintain proper backups, accidental deletion of data can occur, and we cannot guarantee that data will be recoverable.

6. User Rights

You have the right to access, correct, withdraw consent, or request the deletion of your personal data. If you wish to exercise any of these rights, please contact us at lucas@lmggas.com. We will make reasonable efforts to address your requests promptly, in compliance with applicable data protection laws.

You have the right to object to your data being processed for direct marketing purposes.

7. Security Measures

We take reasonable steps to protect your personal data. Your personal information is stored on a secure device (iPhone) protected by a passcode to prevent unauthorized access. While we strive to implement appropriate security measures, no method of electronic transmission or storage is 100% secure, so we cannot guarantee absolute security.

8. Cookies and Tracking

Our website, hosted by Wix, and social media platforms, use cookies to improve user experience and analyse website traffic. These may collect information through cookies, such as your IP address, device type, and browsing behaviour. When you visit our website, you may see a cookie banner that gives you the option to accept or reject cookies. You can manage your cookie preferences in your browser settings. For more information about their specific use of cookies, please refer to their privacy policies.

9. Children's Privacy

While we may visit homes where children may be present, we always ensure that the transaction is carried out for the adult and that an adult is present at all times. We do not knowingly collect personal data from children under the age of 18. If we discover that we have inadvertently collected personal information from a child under the age of 18, we will take steps to delete the information as soon as possible.

10. Contact Information

If you have any questions or concerns about this Privacy Policy or how we handle your personal data, please contact us at:

- **Email:** lucas@lmggas.com

- **Phone:** 07706152787

11. Policy Updates

We may update this Privacy Policy from time to time. When we make changes, we will post the updated policy on this page with a new effective date. Please review this Privacy Policy periodically to stay informed about how we protect your information.

12. Right to Complain: You have the right to complain about how your data has been handled to the ICO by using the contact us option (<https://ico.org.uk/global/contact-us/contact-us-public/>).

