

Privacy Policy

About this Privacy Policy

We know how important it is for you to understand how we use your data. This Privacy Policy sets out how and why we have your data. We will always be transparent with you about what we do with your personal data.

This Policy also tells you what your rights are in relation to the personal data you give to us. If you have any questions about this Privacy Policy or your rights under it please contact:

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HEAD OFFICE/WAREHOUSE/SHOWROOM

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Clear Environment is the “data controller” of any personal data it may collect, process and hold about you, unless we inform you otherwise.

1. What personal data do we collect?

The personal data we collect from you directly can include your name, email address, mobile/landline telephone number. This is information you give us when you contact any of our team, or when you engage with us through our website.

We do not intend to collect personal data about you from third parties.

2. When do we collect your personal data?

When you purchase products and services from us

When you access our website - please read our Cookie Policy

When you contact any of our team online or over the phone

When you engage with us on social media (by mentioning/tagging us or by contacting us directly)

3. How do we use your personal data and what are our legal justifications for doing so?

To make our products and services available to you

We use your personal data to provide you with the information, products and services that you request or purchase from us (i.e. to complete certain tasks, processes or orders) and to deliver those products or services and to communicate with you regarding those products and services that you purchase from us and respond to your questions and comments.

We may also use your personal data in the future to measure how satisfied our customers are and provide customer service (including troubleshooting in connection with purchases or your requests for services or when you ask us questions on social media).

We rely on our contractual arrangements with you as the lawful basis on which we collect and process your personal data when you make an order for products and services. Alternatively, in some cases, we rely on our legitimate interests as a business (for example, to measure customer satisfaction and troubleshoot customer issues). Where we rely on our legitimate interests, we will always make sure that we balance these interests against your rights.

For administrative and internal business purposes

We may use your personal data for our internal business purposes, such as enhancing our site, improving our services and products and identifying usage trends. We may also use your data to monitor the use of our website and ensure that our website is presented in the most effective and relevant manner for you.

It is in our legitimate interests as a business to use your personal data in this way. For example, we want to ensure our website is customer friendly and works properly and that our products and services are efficient and of high quality. We also want to make it easy for you to interact with us. Where we rely on our legitimate interests, we will always make sure that we balance these interests against your rights.

For security and legal reasons

We use your personal data to:

- ensure the personal and financial information you provide us is accurate;
- conduct fraud checks or prevent other illegal activity;
- protect our rights or property (or those of others); and
- fulfil our legal and compliance-related obligations

In some cases we will use your personal data because it's necessary for us to comply with a legal obligation (such as if we receive a legitimate request from a law enforcement agency). In other cases (such as the detection of fraud) we will rely on our legitimate interests as a business to use your personal data in this way. Where we rely on our legitimate interests, we will always make sure that we balance these interests against your rights.

In relation to you as a customer

We use your personal data to personalise your experience:

- provide you with marketing material via email if you have given us your consent to this

We rely on your consent to send direct email marketing messages to you as a customer based on the consent we acquired from you when you opted in, as amended by you from time to time.

In other cases (for example, measuring the effectiveness of our marketing), we will rely on our legitimate interests as a business to communicate with our customers in an engaging and efficient way. Where we rely on our legitimate interests, we will always make sure that we balance these interests against your rights.

When we send you marketing material via email, we will rely on our legitimate interests as a business, always ensuring that your rights are protected.

For information on how we use cookies, please see our Cookie Policy

4. Who do we share your personal data with?

We will never sell any of your personal data to a third party. However, we will provide your data to third parties who help us in providing our products and services i.e. delivery drivers.

Third party service providers

To fulfil orders for products and services

We work with a number of trusted service providers who carry out services on our behalf. When you purchase products and services from us, the services provided by these organisations includes delivery, product assembly and installation and waste removal. It is in our legitimate interests as a business to work with these service providers since we may not have the capabilities to provide these services ourselves. In each case, we will ensure that the service provider is only allowed to use your personal data in order to provide the services to us and for no other purpose.

To prevent crime and comply with laws

Credit referencing in future

We may share your financial information to third parties to ensure that your payment is safe and that your details are not being used fraudulently. This data sharing enables us to conduct fraud analysis which ensures that genuine and accurate payment details are provided to us for any purchase. We may share your personal data with credit agencies if you are requesting credit.

There may be other scenarios where we are subject to a legal obligation to share or disclose your personal data, such as with law enforcement agencies or public authorities in order to prevent or detect crime or fulfil a legal requirement.

Other professional services

We may need to disclose your personal data to our insurers where we believe that it is required under our contractual relationship with our insurance provider to do so.

We may work with carefully selected third parties, such as a customer database hosting provider, marketing agencies and advertising partners who assist us in providing you with a positive customer experience. We may work with these third parties to place relevant content and advertisements for you on our website, other websites and online media channels and apps. In order to do this, we use pixels and cookies. You can see our Cookie Policy.

Group companies

In the future, we may share the personal data we collect with other organisations in the Clear Environment Group where those other companies share various operations and business processes with us. We will do this in order to fulfil our contractual obligations to you, or because it is in our legitimate interests to do so.

Transfer of your personal data outside the EEA

We will never need to transfer your personal data outside of the European Economic Area (EEA).

If you would like further information please contact us at Lee@Clear-Environment.co.uk.