Privacy Policy

Effective date: 30/09/26

Elite Exterior respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use and protect information when you visit our website or contact us about our services.

1. Who we are

Elite Exterior is a sole-trader business providing exterior cleaning and related property maintenance services in Birmingham and the surrounding areas.

For the purposes of UK data protection law, Elite Exterior is the data controller responsible for your personal information.

Business: Elite Exterior
Website: eliteexterior.co.uk
Email: mark@eliteexterior.co.uk
Location: Birmingham, United Kingdom

2. Information we may collect

When you use our website or contact us, we may collect information such as:

- Your name
- Telephone number
- Email address
- Property address or location
- Details about the services you are enquiring about
- Information you provide when requesting a quotation
- Any other information you choose to provide when contacting us

We may also automatically collect limited technical information when you visit our website, such as your IP address, browser type, device type and information about how you use the website.

This may be collected through cookies or similar technologies where applicable.

3. How we use your information

We may use your information to:

- Respond to enquiries and requests for quotations
- Arrange appointments and carry out services
- Contact you regarding work you have requested
- Provide estimates, quotations and invoices

- Maintain records of customers and completed work
- Improve our website and services
- Respond to questions or complaints
- Meet legal, accounting and administrative requirements
- Protect our business against fraud or misuse

We will only use your personal information where we have a lawful basis for doing so under applicable UK data protection legislation.

4. Contact forms

If you submit an enquiry through our website, the information you provide will be used to respond to your enquiry and, where appropriate, arrange or provide the requested services.

We do not sell or rent information submitted through our website to third parties.

5. Cookies and website analytics

Our website may use cookies and similar technologies to ensure the website operates correctly and, where applicable, to understand how visitors use the website.

Some cookies may be provided by third-party services used by our website.

Where required by law, we will ask for your consent before placing non-essential cookies on your device.

You can control or delete cookies through your browser settings. Disabling certain cookies may affect how the website functions.

6. Google services

We may use services provided by Google, such as Google Business Profile, Google Analytics or Google advertising services.

These services may collect information about website visitors or interactions with our business. Where applicable, this information may be processed by Google in accordance with Google's own privacy policies and terms.

We will only use such services in accordance with applicable data protection requirements.

7. Sharing your information

We will not sell your personal information.

We may share relevant information with trusted third parties where this is necessary to operate our business or provide services to you. This may include:

- Website hosting and maintenance providers
- Email and communication service providers
- Payment providers, where applicable
- Accountants or other professional advisers
- Subcontractors or tradespeople where necessary to carry out work you have requested
- Government authorities, regulators or law-enforcement bodies where we are legally required to do so

We only provide third parties with information that is reasonably necessary for the relevant purpose.

8. How long we keep your information

We keep personal information only for as long as reasonably necessary for the purposes for which it was collected.

Customer and financial records may be retained for longer where required by law, including applicable tax and accounting requirements.

When information is no longer required, we will take reasonable steps to securely delete or dispose of it.

9. Keeping your information secure

We take reasonable technical and organisational measures to protect personal information against unauthorised access, loss, misuse, alteration or disclosure.

However, no internet transmission or electronic storage system can be guaranteed to be completely secure.

10. Your data protection rights

Under UK data protection law, you may have rights including:

- The right to request access to the personal information we hold about you
- The right to request correction of inaccurate or incomplete information
- The right to request deletion of your personal information in certain circumstances
- The right to request restriction of processing in certain circumstances
- The right to object to certain types of processing
- The right to data portability in certain circumstances
- The right to withdraw consent where processing is based on consent

These rights are subject to certain legal exceptions and requirements.

To exercise a data protection right, please contact us using the details below.

11. Marketing communications

We will not use your personal information for direct marketing where your consent or another lawful basis is required unless we have that appropriate lawful basis.

You can ask us to stop sending marketing communications at any time.

12. Third-party websites

Our website may contain links to third-party websites, including social media platforms such as Facebook.

We are not responsible for the privacy practices or content of third-party websites. We recommend reviewing the privacy policy of any third-party website you visit.

13. Children's privacy

Our website is not specifically directed at children, and we do not knowingly collect personal information from children for marketing or other purposes.

14. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes to our business, website, technology or legal requirements.

The latest version will be published on this page with the relevant effective date.

15. Contact us

If you have any questions about this Privacy Policy or how we handle your personal information, please contact:

Elite Exterior
Email: mark@eliteexterior.co.uk
Website: eliteexterior.co.uk

If you are unhappy with how we have handled your personal information, you also have the right to complain to the UK's data protection regulator, the Information Commissioner's Office (ICO).

Information Commissioner's Office (ICO)
Website: ico.org.uk