Servicepower Ltd Privacy Policy

Last Updated: Oct 3, 2026

1. Who we are

Servicepower Ltd ("Servicepower", "we", "us") is the controller of the personal data described in this policy. We provide data cabling solutions through our website, www.servicepower.co.uk, and by phone.

- **Registered company name:** Servicepower Ltd
- **Company number:** 02032892, registered in England and Wales
- **Registered address:** Rosse Works, Moorhead Lane, Shipley, West Yorkshire, BD18 4JH
- **Data protection contact:** privacy@servicepower.co.uk
- **ICO registration number:** Z5997948

This policy explains what personal data we collect, why we use it, who we share it with and the rights you have under UK data protection law. That law includes the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and the Privacy and Electronic Communications Regulations 2003 (PECR), as amended by the Data (Use and Access) Act 2025.

2. Personal data we collect

Information you give us. When you create an account, place an order, request a quote or contact us, we collect your name, email address, phone number, company name, postal address (street, town or city, postcode and country) and the details of your order or enquiry. We also keep records of our correspondence with you, including notes of phone calls.

Payment information. Card payments are handled by our payment provider, Paypal. We do not see or store your full card details.

Information collected automatically. When you use our website, we collect technical information such as your IP address, browser type, device type, the pages you visit and the site that referred you. Some of this is collected using cookies (see section 5).

You need to give us your name, contact details and delivery or installation address so that we can fulfil an order or quote. If you do not, we will not be able to provide our services. Our services are aimed at businesses and adults, and we do not knowingly collect data from children.

3. How we use your data and our lawful bases

We only use your personal data where UK GDPR gives us a lawful basis to do so. The table below links each purpose to the basis we rely on.

Purpose	Lawful basis
Creating and managing your account	Contract

Purpose	Lawful basis
Preparing quotes, processing orders, taking payment, delivering goods and carrying out installation work	Contract, or steps you ask us to take before entering into a contract
Answering your questions and providing customer service	Contract, or legitimate interests (responding to enquiries from prospective customers)
Keeping accounting, tax and VAT records	Legal obligation
Sending marketing about our products and services	Consent or the soft opt-in under PECR, with legitimate interests as the UK GDPR basis (see section 4)
Understanding how our website is used and improving it	Legitimate interests (running and improving our website), subject to the cookie rules in section 5
Keeping our website and systems secure and preventing fraud	Legitimate interests (protecting our business and customers)
Establishing, exercising or defending legal claims	Legitimate interests (protecting our legal rights)
Responding to requests from courts, regulators or law enforcement	Legal obligation

Where we rely on legitimate interests, we have weighed our interests against yours and concluded that they are not overridden by your rights. You can ask us for more information about this assessment.

Where we rely on consent, it will always be given by a clear action, such as ticking a box. You can withdraw consent at any time; this does not affect processing we carried out before you withdrew it.

4. Marketing

We may send you emails about our products and services that we think will interest you.

- **Existing customers:** if you have bought from us or asked us for a quote, we may email you about similar products and services we offer. We give you the chance to opt out when we collect your details and in every message we send.
- **Everyone else:** we will only send you marketing emails if you have agreed to receive them. This does not apply to general business contacts at corporate email addresses, whom we may contact on the basis of our legitimate interests.

You can stop marketing at any time by clicking the unsubscribe link in any marketing email, replying to ask us to stop, or emailing privacy@servicepower.co.uk. Everyone has an absolute right to object to direct marketing, and we will stop as soon as you ask. We never sell your data or share it with other companies for their own marketing.

5. Cookies and analytics

Cookies are small files placed on your device that a website can read on later visits. We use three kinds.

Type	What they do	Do we ask first?
Strictly necessary	Keep you logged in, remember items in your basket and keep the site secure	No; the site cannot work without them
Statistics and appearance	Count visits, show which pages are popular and remember your display preferences, so we can improve the site	No, as permitted by PECR as amended in 2026; you can switch them off at any time using the cookie settings link at the bottom of every page
Other analytics or advertising	Any cookies that go beyond the categories above, including those that let third parties use the data for their own purposes	Yes; we only set them if you accept them in our cookie banner

We use Google Analytics to understand how visitors use our site. It is set up so that data is used only to produce statistics for us.

You can change your cookie choices at any time through the cookie settings link on our website. You can also block or delete cookies in your browser settings, although parts of the site may then stop working.

6. Who we share your data with

We do not sell your personal data. We share it only with the following recipients, and only as much as each needs.

- **Service providers acting for us:** payment processing (Paypal), delivery and couriers (Euro-Tran Despatch Ltd, Company Couriers Ltd), website hosting (Nevis Computers Ltd), email and marketing tools (Microsoft 365), website analytics (Google Analytics) and IT support. They may only use your data on our instructions and must keep it secure.
- **Subcontractors:** installers or engineers who carry out work at your premises on our behalf.
- **Professional advisers:** our accountants, lawyers and insurers, where needed.
- **Authorities:** HMRC, regulators, courts or the police, where the law requires it or where it is necessary to protect our rights or the safety of others.
- **Buyers of our business:** if we sell, merge or restructure all or part of our business, your data may pass to the new owner, who will be bound by this policy or an equivalent one.

7. International transfers

We are based in the UK and store most of your data here. Some of our service providers, such as Google Analytics and Microsoft 365, process data in other countries, including the United States and the European Economic Area.

When your data is transferred outside the UK, we make sure it is protected by one of these safeguards:

- the destination country has been approved by the UK government as providing adequate protection (this includes the EEA, and US organisations certified under the UK Extension to the EU–US Data Privacy Framework);
- we use the International Data Transfer Agreement or the UK Addendum to the EU standard contractual clauses, approved by the ICO.

You can ask us for more details of the safeguards we use by emailing privacy@servicepower.co.uk.

8. How long we keep your data

We keep personal data only for as long as we need it for the purposes in this policy. The periods below are our standard ones; we may keep data longer if it is needed for a legal claim or investigation.

Data	How long we keep it
Orders, invoices and payment records	6 years from the end of the financial year they relate to (required for tax purposes)
Account details	Until you close your account, plus 2 years
Quotes and enquiries that do not lead to an order	2 years from our last contact
Marketing preferences	Until you opt out; we keep a record of your opt-out so we do not contact you again
Website analytics data	14 months

When the period ends, we delete or anonymise the data. Copies in our secure backups are overwritten within 90 days.

9. Security

We use appropriate technical and organisational measures to protect your data from loss, misuse and unauthorised access. These include encrypted connections on our website, access controls limiting who can see customer data, and contracts requiring our service providers to keep data secure.

No internet transmission is completely secure, and standard email in particular may not be. Please avoid sending sensitive information to us by email. If a data breach is likely to put your rights at high risk, we will tell you without undue delay.

10. Your rights

Wherever you live, you have the following rights over your personal data:

- **Access:** to ask whether we hold data about you and get a copy of it.
- **Rectification:** to have inaccurate or incomplete data corrected.
- **Erasure:** to have your data deleted in certain circumstances.

- **Restriction:** to ask us to limit how we use your data, for example while we check whether it is accurate.
- **Objection:** to object to processing based on legitimate interests, and to object to direct marketing at any time.
- **Portability:** to receive data you gave us in a commonly used electronic format, or have it sent to another organisation, where we process it by contract or consent.
- **Withdrawing consent:** where we rely on consent, to withdraw it at any time.

You can update many of your details yourself on the "My Account" page. To exercise any other right, email privacy@servicepower.co.uk with "Personal Data Request" in the subject line, or write to us at our registered address. There is normally no charge.

We will respond within one month of receiving your request. If a request is complex or you have made several, we may extend this by up to two further months and will tell you why. We may need to confirm your identity or ask you to clarify your request; the time limit is paused until we receive what we need. When answering access requests, we carry out reasonable and proportionate searches for your data.

Some rights have exceptions, for example where we must keep records by law. If we cannot meet your request in full, we will explain why.

11. Automated decision-making

We do not make decisions about you based solely on automated processing that have legal or similarly significant effects on you.

12. Complaints

If you are unhappy with how we have handled your personal data, please tell us so we can put it right.

1. **Make a complaint** by emailing privacy@servicepower.co.uk or by writing to us at our registered address.
2. **Acknowledgement:** we will confirm we have received your complaint within 30 days.
3. **Investigation:** we will look into your complaint without undue delay and keep you updated on our progress.
4. **Outcome:** we will tell you the result of our investigation and any action we are taking, without undue delay.

You also have the right to complain to the Information Commissioner's Office (ICO), the UK data protection regulator. The ICO usually expects you to raise the matter with us first.

- **Website:** ico.org.uk/make-a-complaint
- **Phone:** 0303 123 1113
- **Post:** Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

13. Other websites, changes and contact

Other websites. Our website may link to sites we do not operate. This policy does not cover them, so please read their own privacy policies.

Changes to this policy. We review this policy regularly and will post any updates on this page with a new date. If we make significant changes, we will tell you by email or with a notice on our website.

Contact us. If you have any questions about this policy or how we handle your data, email privacy@servicepower.co.uk or write to Servicepower Ltd, Rosse Works, Moorhead Lane, Shipley, West Yorkshire, BD18 4JH.

This policy was last updated on 3 October 2026.