




Company Name	Genius Energy Lab Limited
Policy Name:	Privacy and GDPR
Date:	September 2023
Version:	1.2
Signature:	Richard Davis MD
	

Overview

Maintaining the security of your data is a priority at Genius Energy Lab, and we are committed to respecting your privacy rights. We pledge to handle your data fairly and legally at all times. Genius Energy Lab is also dedicated to being transparent about what data we collect about you and how we use it.

This policy provides you with information about:

- what personal data we collect;
- how we use your data;
- how we ensure your privacy is maintained; and
- your legal rights relating to your personal data.

Genius Energy Lab may change this policy from time to time by updating this page. If you would like the latest copy of this document please email whitecoat@geniusenergylab.com

This privacy policy applies to customers of Genius Energy Lab Limited (referred to as “Genius Energy Lab”, “we” or “us” in this policy).

Company Number 9198410 registered in England and Wales

What Data do we Collect?

‘Personal information’ means any information relating to an individual, which can identify them – either directly or indirectly. It can refer, amongst other things, to an identification number, or to one or more specific identifying pieces of information, such as an address or date of birth.

When you do any of these:

Request an estimate;

Request a quote;

Place an order;

Sign up for our newsletter;

Fill out any forms on the Genius Energy Lab website;

Correspond with us, whether by phone, email or chat facility;

When you browse our website.

Then, we may collect your personal information, including:

Name;

Company details: Business name, job title, qualification and accreditation details;

Contact details: postal address including billing and delivery addresses, telephone numbers (including mobile numbers) and e-mail address;

Property details relevant to your enquiry and installation i.e. build type;

Purchases and orders made by you and quotes and estimates requested;

When you make a purchase or place an order with us, your payment card details for the processing of the payment (details then disposed of);

Your communication and marketing preferences;

Your feedback and survey responses;

Your correspondence and communications with Genius Energy Lab; and

Technical information about how you access and use our websites, including your IP address browser type and operating system. For further information about the use of your IP address and technical information please see our cookies policy.

This list is not exhaustive and, in specific instances, we may need to collect additional data for the purposes set out in this Policy.

How do we use your Data?

General

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

To carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, products and services that you request from us, including the provision of an estimate and quote, and fulfilment of an order and after-sales support;

To provide you with advice and information about other goods and services we offer that are similar to those that you have already purchased or enquired about which we think may interest you;

To ensure that content from our site is presented in the most effective manner for you and for your computer;

Internal record keeping; and

Where we have a legal right or duty to use or disclose your information (for example in relation to applying for the Renewable Heat Incentive (RHI) or registration with the Microgeneration Certification Scheme (MCS)).

Marketing

Genius Energy Lab aims to update you about news, products & services which are of interest and relevance to you as an individual or business with regards to Genius Energy Lab consulting services.

If you have requested an estimate, quote or ordered with us, or if you have expressed a commercial interest or Genius Energy Lab has identified a mutual interest, we may send you emails and / or postal marketing on the basis of legitimate interest, which may contain relevant advice, news and case studies to assist with your installation to ensure you make the most of your ground source heat pump system, or assist with your selection of a ground source heat pump system in instances where we have identified you would be looking for a heating and/or cooling system.

You have the right to opt out of receiving postal marketing communications at any time, by:

Contacting Genius Energy Lab via the contact channels set out in this Policy.

If you have opted in to receive our newsletter, we will send you emails containing relevant advice, news and case studies with regards to ground source heat pump systems.

You have the right to opt out of receiving marketing email communications at any time, by:

Contacting us via the contact channels set out in this Policy.

Legal Basis for us processing your Personal Data

General

Genius Energy Lab collects and uses customers' personal data because it is necessary for:

The pursuit of our legitimate interests (as set out below);

The purposes of complying with our duties and exercising our rights under a contract for the sale of goods and services to a customer; or

Complying with our legal obligations.

In general, we only rely on consent as a legal basis for processing in relation to sending direct marketing communications to non-customers via email. These individuals have the right to withdraw consent at any time. Where consent is the only legal basis for processing, we will cease to process data after consent is withdrawn.

Our legitimate interests

The legitimate interests that we will rely upon to process your personal data include:

Promotion of Genius Energy Lab products, services and advice related to similar ground source heat pump system applications to your own;

Protecting customers, employees and other individuals and maintaining their safety, health and welfare;

To improve our site to ensure that content is presented in the most effective manner for you and for your computer;

Complying with our legal and regulatory obligations;

– preventing, investigating and detecting crime, fraud or anti-social behaviour and prosecuting offenders, including working with law enforcement agencies;

- handling customer contacts, queries, complaints or disputes;
- protecting Genius Energy Lab, its employees and customers, by taking appropriate legal action against third parties who have committed criminal acts or are in breach of legal obligations to Genius Energy Lab;
- effectively handling any legal claims or regulatory enforcement actions taken against Genius Energy Lab; and
- fulfilling our duties to our customers, colleagues, shareholders and other stakeholders.

Sharing Data with third parties

Our service providers and suppliers

In order to make certain services available to you and to deliver our contractual obligations to you, we may need to share your personal data with some of our trusted service partners.

These include IT, delivery, installation and surveying service providers, namely Genius Energy Lab approved accountants, partner installers, heat loss consultants and ground work contractors.

These service providers may use servers located in secure data centres around the world, and personal data may be stored in any one of them.

Genius Energy Lab only allows its service providers to handle your personal data when we have confirmed that they apply appropriate data protection and security controls. We also impose contractual obligations on service providers relating to data protection and security, which mean they can only use your data to provide services to Genius Energy Lab and to you, and for no other purposes.

Examples of service providers and their use of data are included below:

Data for marketing emails will be processed by MailChimp. This includes the collection (via sign-up forms) and storage of personal data within Genius Energy Lab's MailChimp account in order to allow us to create and use distribution lists and send marketing email campaigns, and the transfer of personal data to certain MailChimp sub-processors for some critical services e.g. abuse prevention. Data in Genius Energy Lab's MailChimp account will be removed if no history of interaction within 12 months.

Data input via Genius Energy Lab's website quote form is processed by Squarespace. This includes the collection and storage of personal data within Genius Energy Lab's Squarespace account in order to allow Genius Energy Lab to collate information to produce an estimate and quote.

Other third parties

Aside from our service providers, Genius Energy Lab will not disclose your personal data to any third party, except as set out below. We will never sell or rent our customer data to other organisations for marketing purposes.

We may share your data with:

Accreditation bodies for product and installation compliance with MCS and RHI requirements;

Credit reference agencies where necessary for card payments or credit history checking;

Governmental bodies, regulators, law enforcement agencies, courts/tribunals and insurers where we are required to do so:

- to comply with our legal obligations;
- to exercise our legal rights (for example in court cases);
- for the prevention, detection, investigation of crime or prosecution of offenders; and
- for the protection of our employees and customers.

Links to other websites

Our website may contain links to other websites of interest. If you follow a link to any of these websites, please note that they have their own privacy policies and that Genius Energy Lab don't accept any responsibility or liability for these policies. Please check these websites' privacy policies before you submit any personal information to them.

How long do we keep your data?

We will not retain your data for longer than necessary for the purposes set out in this Policy.

Different retention periods apply for different types of data:

- for the purposes of MCS compliance we are required to keep data pertaining to estimates, quotes and orders for 6 years;
- we will keep data pertaining to orders for 20 years (the expected lifetime of the ground source heat pump installation) to enable responses in the event of a system failure or installation query.

How do we protect your data?

Genius Energy Lab is committed to keeping your personal data safe and secure.

Our security measures include:

Genius Energy Lab's website is HTTPS with encrypted connection. We also protect the security of your data during transmission using Secure Sockets Layer (SSL) encryption software;

Genius Energy Lab's website contact and enquiry forms, provided by Squarespace, is SSL encrypted;

Security controls which protect the entire Genius Energy Lab IT infrastructure from external attack and unauthorised access; and

Internal policies setting out our data security approach and training for employees.

Your Rights

You may choose to restrict the collection or use of your personal information in the following ways:

- the right to ask what personal data that we hold about you at any time, subject to a fee specified by law;
- the right to ask us to update and correct any out-of-date or incorrect personal data that we hold about you free of charge; and
- (as set out above) the right to opt out of any marketing communications that we may send you.

You have the right to lodge a complaint with the Information Commissioner's Office. Further information, including contact details, is available at <https://ico.org.uk>.

Cookies

Genius Energy Lab's website uses applications which use cookies to collect information about browsing behaviour:

Google Analytics: A web analysis tool provided by Google Inc. ('Google'). Google Analytics uses cookies to track your use of the website. This information (including your IP address) is sent to Google's servers in the USA where it's used to prepare analysis and reports for us on the use and effectiveness of our websites. Google will not associate your IP address with any other data held by them. Visit Google Support to learn more about Google Analytics, including browser tools to prevent this tracking.

Contact Information

If you have any questions about how Genius Energy Lab uses your personal data that are not answered here, or if you want to exercise your rights regarding your personal data, please contact us by any of the following means:

Phone us on: 08458381151 ;

E-mail us at: whitecoat@geniusenergylab.com; or

Write to us at: Genius Energy Lab Limited, Stables End Court, Market Bosworth, Nuneaton,
Warwickshire, CV13 0JN