1. Who looks after your Personal Information?

This website 247homerescue.co.uk and any subdomains (the "Service") is operated by 247 Home Assist Limited, with the mailing address of Parkhill Business Centre, Padiham Road, Burnley BB12 6TG (hereinafter, “We”, “Us”, or “Our”). 247 Home Assist Limited is the data controller of your Personal Information in the context of the Service.

2. What is a Privacy Notice?

This Privacy Notice (“Notice”) describes how We will process and protect personal information relating to an identified or identifiable individual (“Personal Information”) when you use the Service.

We also use the Personal Information to provide Our product & services to you, to communicate with you, and to track usage of the Service and Our products and services.

Your Personal Information shall be held and used in accordance with applicable legislation relating to the protection of Personal Information (the “Applicable Law”).

This Notice sets out more details of what data We collect from you and why including details of your data protection rights.

This Notice may be updated from time to time, and We ask that you read through this notice and should you have any further queries please do not hesitate in contacting Us by email at privacy@247homerescue.co.uk or by telephone on 0345 319 2247.

3. Cookie Policy

Cookies are small text files placed on your computer or connected device which may collect information about your use of Our website. When you visit Our website, We may collect information regarding how you use and navigate Our services, for example, the pages you view, links you click, your browsing and purchasing habits, and your interactions with Us through features such as live chat. We may also use similar technologies, including tracking pixels, scripts and tags, as explained in Our Cookies Policy.

We use cookies to help Us recognise you, improve your browsing experience, increase security, and measure the use, performance and effectiveness of Our website and services. This information enables Us to improve Our website and provide a more personalised service to you. For example, cookies may help Us understand what products or services may be of interest to you.

You can accept, reject or manage your cookie preferences using the prompt which appears when you visit Our website. With the exception of strictly necessary cookies, which are required for Our website to function, and any limited exceptions explained in Our Cookies Policy, We will only place cookies on your device where you have provided your consent.

By consenting to non-essential cookies, you allow Us to provide enhanced functionality, improve your browsing experience and, where applicable, display content and advertisements that may be relevant to your interests. You can withdraw your consent or change your cookie preferences at any time.

While some cookies are strictly necessary for Our website to function and cannot be disabled through Our Cookie Settings, you can choose which non-essential cookies you wish to accept or reject. To manage your preferences, simply click on "Cookie Settings", make your selection and then click "Save Preferences". Your preferences will be saved for 12 months, although We may ask you to confirm them sooner if We make material changes to the cookies We use.

If you reject or disable certain cookies, some features or areas of Our website may not function as intended, which could affect your browsing experience or the services available to you. However, rejecting non-essential cookies will not prevent you from accessing Our website or purchasing cover.

For further information about the types of cookies We use, how We process information collected through cookies and your rights, please refer to Our full Cookies Policy which can be accessed here http://fcadocuments.myvp.cloud/247%20Cookies%20Policy%20V4.0.pdf and for more detailed information regarding cookies, our cookie table can be accessed here on https://fcadocuments.myvp.cloud/Cookie%20Table.pdf

4. When do We collect your Personal Information and what do We collect?

Reason/Purpose	**Personal Data Used**
When you request a quotation	We ask you to provide information about yourself (such as personal contact details, manufacturer, model & age of product).
When you make a purchase	We ask individuals to provide Us with their full name, contact details (for example postal address, telephone number, email address), banking information (for example bank name, sort code, account number), date of birth.
When you create an account	We ask users to provide Us with their full name, contact details (for example - email address), date of birth. We will also collect your Internet Protocol (“IP”) address.
When you make a payment	Payment details: cardholder name, payment or debit card number, CVC, and expiry date. We do not store any of this information on Our system. Call recordings are paused when card payments are taken.
When you contact us	We will collect information that you provide to Us in your communications (such as the query or issue that you have raised, information relating to your existing policy and if you are communicating with Us about a claim or payment card information). We will also collect your responses to surveys about Our services and the Service if you choose to participate.
When you use Our Website	This includes IP address, operating system and version, browser used and version, language preferences, time zone, screen settings and site visited before arriving on Our Website.
Marketing & Advertising	Information about how you respond and liaise with any advertising or marketing communications together with any requests made objecting to receive such communications. If you don’t complete

	your purchase, We may remind you of what you were viewing by email or telephone and other forms of social media including WhatsApp. Google also processes your personal information and for more detailed information to explain how can be viewed here: https://business.safety.google/privacy/

5. Why do We collect your Personal Information?

We process your Personal Information for the following purposes:

5.1 To fulfil a contract or take steps linked to a contract: this is relevant where you have entered or are taking steps to enter into a contract with Us or where you submit a claim.

5.2 As required by Us to conduct Our business and pursue Our legitimate interests (this means the interest of Us in conducting and managing Our business. This allows Us to give you the best products, services and security. We make sure We consider and balance any potential impact on you as well as your rights before We process your personal data for Our legitimate interests)**, in particular:**

We will use your Personal Information to provide:	the Service and other products and services that you have requested, to communicate with you and to respond to any comments, queries or complaints you may send Us
We will use your Personal Information to monitor:	use of the Service and use your Personal Information to help Us to track and analyse preferences and trends, evaluate possible new features, functionality, services, offer new products and improve Our Service.
We will use your Personal Information to recognise:	you on the Service, improve your experience, increase security of Our networks and systems, and measure use and effectiveness of Our Service.
We will use your Personal Information to investigate:	complaints received from you or from others, about the Service or Our products and services. We also use this Personal Information to track potential issues (for example, issues with fulfilment of services) and trends to better serve you
We will use your Personal Information to:	To provide and fulfil the Service and offer you other products and services you have requested. This includes make decisions about, and to effect, reorganisations or sales of all or part of Our business. We will also remind you about items that you have viewed which may still be of interest to you.
We monitor:	customer accounts to prevent, investigate and/or report fraud, misrepresentation, or crime, in accordance with Applicable Law
We will use Personal Information in connection with:	legal claims (for example, relating to rejection of a claim), compliance, regulatory and investigative purposes (for example, theft and fraud investigations) as necessary (including disclosure of such information in connection with legal process or litigation)
We use Personal Information of:	some individuals to invite them to take part in market research and customer surveys
We will use your Personal Information to:	send you information about 247 Home Assist Limited and other group companies such as 247 Staywarm Limited's products and services, such as customer experience surveys (where your consent is not required).

5.3 Also:

For purposes which are required by law:	▪ In response to requests by government or law enforcement authorities conducting an investigation; and ▪ Responding to complaints where We are under a legal or regulatory obligation to adhere to a complaint handling procedure including The Financial Ombudsman.

5.4 Automated Decision Taking

In certain circumstances, decisions about you will be taken by solely automated means:

- Providing you with a quote: Where you request a quote from Us, such as for a new boiler, information such as your current level of cover and your new boiler are processed to determine whether the requested changes can be made to your policy and, if so, whether an additional premium is necessary.
- Automatic Renewal at the end of your 12-month period unless you cancel the policy.
- Claims handling: Reporting of your claim via Our online portal.
- If you do not agree with the result of a decision taken by solely automated means, you can request human review of the decision, express your point of view, and obtain an explanation of the decision and challenge it. If you wish to do so, please contact us.

6. Who do We share your Personal Information with?

24|7 Home Rescue is a trading name of 247 Home Assist Limited, which is part of a group. Ventureprise PLC is the parent company. Other group companies include 247 StayWarm Limited and Home Response 360 Limited. From time to time, We may share your personal information with companies within the group for marketing, sales and claims handling purposes.

Disclosure to your Insurer/Underwriter	We will disclose your Personal Information to your Insurer/Underwriter for the purpose of performing tasks that directly relate to the provision of the Service and claims fulfilment.
Disclosure to Our Service Providers and Partners	We employ third party companies and individuals to facilitate the Service (in particular, third parties assist Us with customer support, the customer chat function on Our Website, communications, audit, application or database hosting, development, logistics, payment processing, other products (for example, manufacturers and engineers), and fraud detection and prevention. These third parties have access to your Personal Information to perform these tasks on Our behalf and are obligated to Us. The personnel of such third parties who use your Personal Information is limited to those individuals which are authorised to do so on a need-to-know basis and as necessary to provide these business services to Us. To fulfil any claim you make We may share your name, contact details (including postal address, email address and mobile number), and reference of your covered boiler with the manufacturer, engineer or

	a sub-contractor. We may also share your name and contact details as necessary. We may also share your information with Our affiliates such as Home Response 360 Ltd who are an authorised representative whose activities relate to claims fulfilment. We do not authorise such third parties to disclose or use this Personal Information for other purposes.
Disclosure to Public Authorities	We may disclose your Personal Information if required for the purposes above, if mandated by law or if required for the legal protection of Our legitimate interests in compliance with Applicable Law.
Other Categories of Recipients	We may also disclose your Personal Information, usage information, and other information about you to parties acquiring part or all of Our assets, as well as your insurer/underwriter and consultants. This includes Our payment processor Bottomline & Stripe which is an online payment processing platform when taking payment for the services We offer. We may also disclose your personal information to Gas Safe. Also, if any bankruptcy or reorganisation proceeding is brought by or against Us, your Personal Information may be considered a company asset that may be sold or transferred to third parties.

7. Where is your Personal Information processed?

We use third parties located in other countries to help Us run Our business. As a result, personal data may be transferred outside the countries where We and Our customers are located. This includes countries that do not have laws that provide specific protection for personal data. We have taken and continue to take steps to ensure all personal data is provided with adequate protection. Where We transfer personal data outside of the EEA to a country not determined by the European Commission as providing an adequate level of protection for personal data, the transfers will be under an agreement which covers the requirements for the transfer of personal data outside the EEA, such as the European Commission approved standard contractual clauses.

8. What are your Rights and Choices about your Personal Information?

You are entitled to exercise your rights to the following:

- Request a copy of all your personal data We have in Our possession (subject access requests)
- Correct any data that appears to be incorrect.
- Your Right for your personal data to be erased (right to be forgotten)
- Object to receiving marketing and advertising communications.
- Withdraw Consent that you have previously provided to us.

Should you wish to exercise any of your rights, please contact Us by email on privacy@247homerescue.co.uk

In certain situations, and subject to Applicable Law, We may not be able or obliged to comply with part or all of your individual requests. For example, We may not comply with an access request if doing

so would reveal Personal Information about another person or comply with a deletion request relating to information which We are required by law to keep or have compelling legitimate interests in keeping.

Please note that We have the right to refuse requests which are manifestly unfounded or excessive (for example, due to their repetitive character). Relevant exemptions are included in the United Kingdom General Data Protection Regulation (UKGDPR), the Data Protection Act 2018 and the Data (Use and Access) Act 2025 (DUAA). We will inform you of relevant exemptions We rely upon when responding to any request you make.

If you have unresolved concerns, you have the right to complain to the UK Information Commissioner's Office (ICO) which is being reconstituted as the Information Commission who are the UK's data protection authority, where you believe a breach may have occurred. You can contact the ICO on 0303 123 1113 or alternatively start a live chat at https://ico.org.uk/make-a-complaint/

9. Data Protection Complaints Procedure

If you are unhappy with our service, we are sorry and we would like to put it right.

We are committed to handling your personal data in a way that is fair, transparent, and in accordance with the law. If you are unhappy with how we have handled your data, this process outlines how you can make a complaint.

How to make a complaint

Call us: 0345 319 2247
Email us: privacy@247homerescue.co.uk
Write to us: The Privacy Department, 247 Home Assist Ltd, Parkhill Business Centre, Padiham Road, Burnley, BB12 6TG

Resolving your complaint

We will acknowledge your complaint as soon as possible and within 30 days of receiving it. We will send you a written acknowledgement including:

a) A timescale for when we will correspond further, if necessary, which we hope to be within 30 days.
b) The name and contact details of the person handling your complaint.
c) A copy of our Data Protection Complaints Procedure.

In the unlikely event that our investigations require longer than 30 days, we will write to you to explain why we are not yet able to respond to your complaint and indicate when we will make further contact.

We will keep you informed and request any additional information we may need from you in a timely and proportionate manner.

Once we complete our investigations, we will write to you with our response including the outcome of our investigation concluding whether your complaint is upheld or not upheld. We will also consider whether you are entitled to any redress and will outline the same in our resolution and will ensure that we have fully addressed your complaint.

The Information Commissioner's Office

If you are not satisfied with the outcome of your complaint, or if you feel we have not handled it appropriately, you have the right to complain to the Information Commissioner's Office (ICO). The ICO is the UK's independent regulator for data protection and information rights.

You can contact the ICO in the following ways:

Email: icocasework@ico.org.uk
Post: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF
Phone: 0303 123 1113
Live chat: https://ico.org.uk/make-a-complaint/

For more information about the ICO and their complaints process, you can visit their website at ico.org.uk.

10. How do We communicate with you?

We will communicate with you through telephone, post, email, SMS and any other forms of social media including WhatsApp. We will send you service-related communications (for example "We have attempted to contact you…"), marketing and promotional messages customer satisfaction and market research surveys. If you have not consented to receiving direct marketing communications, We will only send these communications to you when permitted to do so by law. In all situations We will act in accordance with your marketing preferences which you set with Us at the outset or when the same have been updated by you.

You can change your email, SMS, contact and marketing preferences by contacting Us by email at customerservices@247homerescue.co.uk/privacy@247homerescue.co.uk or by telephone on **0345 319 2247.**

11. Holding your Personal Information

We retain the Personal Information you provide as needed to provide the Service as follows:

- We maintain logs and backups for security, debugging and site stability purposes for up to 24 months post cancellation including any communications that you send to Us in connection with performing a contract (for example, via email and the chat functionality).
- For legal and regulatory purposes for up to 6 years.
- Telephone call recordings which are utilised for training and monitoring purposes are stored for up to 24 months.

12. How do We keep your Personal Information Secure?

We have implemented safeguards designed to protect your Personal Information in accordance with industry standards.

We have measures in place to restrict access to Personal Information to those individuals whom We know have a valid business purpose to have access to such data. We maintain physical, electronic and procedural safeguards. We follow generally accepted standards designed to protect the Personal Information submitted to Us, both during transmission and once We receive it. We require those who provide services for Us and to whom We provide Personal Information collected through the Service to keep such information secure and confidential. However, no method of transmission

over the Internet or method of electronic storage is totally secure. Therefore, We cannot guarantee it's absolute security.

13. Important Information

13.1 Minimum Age

We do not knowingly collect Personal Information from anyone under the age of 18. You must be at least 18 years of age to use the Service.

13.2 Contact Us

For customer enquiries, please contact Us at 247 Home Assist Limited, Parkhill Business Centre, Padiham Road, Burnley, BB12 6TG, or by calling Us on **0345 319 2247**.

We welcome your questions or comments regarding this Notice. Please write to Us at Data Protection Officer, 247 Home Assist Limited, Parkhill Business Centre, Padiham Road, Burnley, BB12 6TG, email Us on privacy@247homerescue.co.uk or by calling Us on **0345 319 2247**.