

PRIVACY POLICY

This privacy policy sets out how we use the personal data you provide to us. It is important to us you are fully informed and comfortable with us using your data as set out within this document.

Within this policy we explain how we typically collect, store, process and share your personal data and what your various options are in regard the personal data we hold about you.

This policy has been created to ensure compliance with GDPR (General Data Protection Regulations) which rolled out on the 25th May 2018. The policy will be updated from time to time and it is important that you continue to check our website where the policy resides to ensure you remain happy with it. (<http://www.bluelimeprojects.com/guides-and-downloads/>)

GDPR is the EU's initiative to update outdated laws that protect users and their data. In essence, it gives EU residents more authority over who is using their data and how. Rest assured as GDPR laws evolve and become even more defined, we'll stay informed and current in our own practices as well as the features and services we extend to you.

Who we are

Bluelime Home Design LLP, Bluelime Retail Ltd, and Bluelime Construction Services Ltd are the companies responsible for delivering design, construction and project management services to you depending on what services you select from us.

The Architects Of London is a trading name of the Bluelime companies above and specifically provides design, construction and project management services to the London property market.

For the purposes of GDPR Bluelime Home Design LLP is the **Data Controller** and decides on how your data is controlled and processed and for what purpose. Our contact Details are:

Registered Office:

Bluelime Home Design LLP
Gwynfa House
677 Princes Road
Dartford
Kent DA2 6EF
01322521026
fresh@bluelimeprojects.com

The Data Protection & Security Officer/EU Representative is the Managing Director Glenn Williams (01322 521026, fresh@bluelimeprojects.com)

Data We Collect From You

Prequalification Phase

Typically, we collect the following data from you:

- 1) First name and Surname
- 2) Address
- 3) Telephone Number
- 4) Email Address

The data we collect depends on the information or service you have requested from us.

- A) If you have requested one of our 'How to Guides' from our website or dedicated landing page we will ask for the following:

- 1) First name
- 2) Email Address
- 3) Post Code

This is so we can get back in touch with you and ensure you have got the information you requested and if you need any further help. It also allows us to regularly send you relevant hints and tips about your property, newsletters and other services we can provide to you that will help you with your project.

- B) If you have requested a Design Consultation either from our website or by calling our office we will ask the following:

- 1) First Name
- 2) Email
- 3) Phone Number

We may also ask the following questions:

- 1) What you want to achieve with your project?
- 2) How far along you are with the project?
- 3) When would you like to start building?
- 4) What is your budget for the works?
- 5) When is best for your design consultation

Occasionally we may ask and record other questions specifically about your project that will help us provide a better service to you.

During this interaction either by telephone or by you filling in fields on our website we will also inform you of our minimum fee charges.

We obtain this information so we can prepare in advance and do our research on your property type and what we think could be achievable with your project ahead of meeting up. This is so you get the most out of the time we have together at your design consultation. Your personal data is only shared within our business up to this point and only to the staff who specifically need it i.e the member of staff who will be undertaking the Design Consultation with you.

Post Qualification Phase

We will often ask for more information from you as your project proceeds in order for us to fulfil our services to you.

From your Design Consultation we will write up a Design Brief which contains specific information about your project including budget/financial information. This is not shared outside our business. It is for the purpose of agreeing the specifics about your project.

We may also ask you for specific information about your property/project which helps us get a better understanding of your requirements and any restrictions that may be in place. This could include us asking for information on things like property boundaries, neighbour relationships/restrictions, past history of your property or properties nearby, other/previous applications, land ownership, hidden services, drainage or any other information that could affect the design or construction of your project.

Post Appointment Phase

When you appoint us to undertake your project our designers will use the Design Brief as the basis for their one to one discussion with you on site. The Design Brief is held privately on our internal software systems for our staff only to view and use specifically in regard your project. We do not share it with third parties outside our business.

It is a legal requirement when making planning applications to the local authority that other personal data is made publicly available. So when we make a planning application on your behalf, personal data like name, address, existing and proposed designs of your home and other data relevant to your application and property is displayed on the local authority planning applications website for anyone to view and comment against. We supply this information to your local authority via the planning portal which has restricted access for our staff only. The application detail is automatically forwarded from this portal to your local authority. It is only when your project is validated as correct by your local authority that it goes live on their website and is publicly available to view.

We may also display this data on our website, social media platforms and literature for the purpose of demonstrating our capabilities as a business to other prospective customers. The data displayed by us is normally no more than is publicly available on the local authority planning website.

During any building works either undertaken by our approved contractors or your own we occasionally take pictures of the work as it progresses and also on completion. We may show this on our website, social media platforms and literature for the purpose of demonstrating our capabilities as a business to other prospective customers.

How We Ask Permission To Use Your Personal Data

We ask your consent to use your personal data in several ways and at different stages of interaction with us:

- 1) If filling in a form on our website or landing pages we ask you tick a box to confirm you are happy with us collecting your personal data and if you are happy for us to email or call you with information that is relevant to your project
- 2) If calling our office we ask you verbally if you are happy with us collecting your personal data and if you are happy for us to email or call you with information that is relevant to your project
- 3) We also operate a double opt in procedure to receive emails from us which requires you to click acceptance of us emailing you.
- 4) Within the design report issued to you there is an agreement clause (which effectively is the contract signed between us should you go ahead with our services) which requests you confirm to us within the agreement clause if you are not happy for us to use your personal data for marketing purposes
- 5) We have an unsubscribe option in our emails that has been updated inline with GDPR guidelines and gives you more options on how you want us to handle emails to you

We never obtain contact lists from organisations or make unsolicited contact. Everyone we contact has been in contact with us in the first instance normally asking for a guide, design consultation or our assistance in some way.

How We Share Your Personal Data

We keep your personal data confidential and only disclose it to third parties with your specific consent except for the following circumstances:

- 1) Contractors, suppliers, consultants and service providers who have been vetted by us and deemed suitable to provide services to you. These contractors, suppliers, consultants and service providers are specifically selected in order to assist with your project and the services we provide to you. We only pass on your personal data to contractors, suppliers, consultants and service providers that allow us to fulfil the duties we set out and promised to provide to you at the start and that improve or are fundamental to the service we provide to you, or who can help you with your project directly.
- 2) Anyone we transfer our service responsibilities to or sub contract our duties to either in full or part.

Typically our approved contractors, suppliers, consultants and service providers consist of (but not limited to):

- a) Designers
- b) Structural Engineers
- c) Mechanical & Electrical Designers and Contractors
- d) HVAC Designers and Contractors
- e) Quantity Surveyors
- f) Project Managers
- g) Party Wall Surveyors
- h) Building Surveyors
- i) Building Contractors
- j) Glazing/Bifold/Sliding Door companies
- k) Kitchen Supplier/Installers
- l) Printing and Posting suppliers
- m) Accountant/Book Keeper

Anyone we pass your personal data to is also obliged to keep the information confidential and are not permitted to pass onto third parties unless for the fulfilment of their duties to us so we can provide the agreed services to you.

If any of our approved contractors, suppliers, consultants or service providers end up providing services to you directly you need to check their own GDPR processes and Privacy Policies.

How We Use Your Personal Data

Other than sharing it with our approved contractors, suppliers, consultants and service providers to fulfil our duties and services to you, we use your personal data for the following:

- 1) Retain it on our Customer Relationship Management System (Infusionsoft) for record keeping and assisting our staff to communicate with you with full and complete information at key milestones
- 2) For accounting purposes such as raising invoices, management accounts etc
- 3) To regularly send by email and post relevant information, guides, hints and tips relevant to you and your project.
- 4) To regularly send by email and post newsletters, relevant information about your project and details on other services we can provide to you that will help you with your project
- 5) To regularly send by email and post updated information specifically about your project such as planning information, invoices, costs, key milestone events and generally keeping you up to speed with everything that is going on in regard your project
- 6) To improve our services to you

How Long We Keep Your Personal Data

We keep your personal data for no longer than is reasonably necessary but typically could be anything from 7 to 12 years after initial contact or (if you appoint us to provide services to you) our contract with you has finished. This is because in some cases it is a legal requirement to retain this data for up to 6 years. We also need to keep your personal data on file in the unlikely event anything should go wrong with your project in the future. Also to allow us to handle any latent defect matters or issues raised by our professional indemnity insurers who are still responsible for our insurance on your project several years after it has been completed.

Your Rights

You are under no contractual or legal obligation to share your personal data with us, but in not doing so we are unable to fulfil our duties fully to you. If you are unsure please contact us on 01322 521026 or fresh@bluelimeprojects.com

Most of our email communication with you has an unsubscribe option at the bottom. You can click on this at any time which will mean you will no longer receive general emails such as hints and tips, guides, planning updates, newsletters etc. However please note this will mean communication specifically about your project may be reduced also. The unsubscribe option in our emails has been updated inline with GDPR guidelines and gives you more options on how you want us to handle emails to you

In addition to the above you have the following rights:

- 1) **Right To Data Access and Portability**

You have the right to ask us to show you the personal data we hold about you. This we will provide to you as quickly as possible and will normally consist of a screen shot of the data which we will email to you.

You can also ask us where we got the data, what we are using it for and who we are passing it onto, which we will be happy to provide.

2) Right Of Rectification

You have the right to request we correct any inaccuracies or errors in the personal data we hold about you. You can also ask we provide additional data within your contact record or have some data removed if you so wish. You can also ask us to update any out of date information we hold about you.

3) Right To Erasure

You have the right to request we have your personal data completely removed from our database. Please be aware in doing so that you or your property could be at risk if we have carried out services for you. There may be situations where we have reason to deny this request eg where we have a contract to fulfil with you. In such a situation we will cease any general marketing type emails to you until we find a resolution and get your consent to reconvene.

4) Right To Restrict Processing

You have the right to request we do not process your personal data any further. So whilst we can hold it on our system we are not to do anything more with it nor pass it onto any third parties. Please note this may detrimentally effect the service we are contracted to provide to you.

If you wish to invoke any of these rights please contact us on 01322 521026 or email fresh@bluelimeprojects.com

Third Party Links

Occasionally we may have links to third party contractors, suppliers, consultants and service providers on our website or may email you details about them. Such third parties will have their own privacy policies in place and you are to satisfy yourself they meet your requirements directly with them. We cannot be held responsible for any inaccuracies or errors within their policies.

Cookies

When visiting our website, landing pages or social media pages cookies may be placed by the relevant systems on your device. These cookies are used only to assist you with access to our sites when you return and for us to retain analytical data to ensure you get the most relevant information moving forward based on the action you take. These cookies also allow us to analyse visitor data to ensure we improve relevancy of the information we give to you, improve our website and for us to refine and improve marketing performance to you and other visitors. You can decline the use of cookies within each of the service provider websites or within your own internet browser settings.

Changes To Our Privacy Policy

Changes to our privacy policy may happen from time to time and will be posted to this web page. Please ensure you check back regularly.

Make A Complaint Or Get In Contact

If you wish to make a complaint, are not happy with anything stated in this Privacy Policy or wish to get in touch about anything relating to GDPR please call Glenn Williams on 01322 521026 or email fresh@bluelimeprojects.com