



Firwood Services Ltd

Privacy Policy

1. Introduction

This Privacy Policy will help you understand what data we collect from you, why we collect it and what we do with it. We also obtain contact details (name, address & telephone number) from 3rd parties for marketing purposes using either legitimate Interest or consent as our legal basis. This policy explains how we store and use your personal information when you interact with our website, or where we otherwise obtain or collect your personal information. This Privacy Policy applies to all products and services offered by **Firwood Services Ltd**, except where otherwise noted.

We reserve the right to change our Privacy Policy from time to time and without notice and encourage you to check regularly for any changes that may have taken place. If we decide to change our Privacy Policy, we will update the Privacy Policy page content and last modified date on our website.

This Privacy Policy was last modified: **April 2026**

2. Privacy Statement

We are committed to keeping your personal data safe and to ensuring the integrity and security of any personal data we may process.

You should read this privacy notice carefully as it contains important information on the way in which we will process your personal data, in particular:

- The personal information we collect about you
- Our legal bases for processing your personal information
- What we do with your personal information
- Who your personal information may be shared with

Your rights as a data subject under data protection legislation.

3. Who are we?

We are **Firwood Services Ltd** company registration number **16052281**. We are the controller of our customers, and prospective customers, personal data for the purposes of data protection legislation. We are committed to protecting your privacy and adhere to the relevant data protection legislation.

If you have any queries or requests concerning your personal information or how we process it, please contact us at:



Firwood Services Ltd

2nd Floor College House, 17 King Edwards Road, Ruislip, London, United Kingdom, HA4 7AE

Email: admin@firwoods.co.uk

Please note in this Privacy Policy, "our", "we" and "us" refer to **Firwood Services Ltd**.

4. Personal Information we collect or obtain about you

We collect personal data relating to you and your use of our services from a variety of sources. These are detailed below along with descriptions of what we do with this information.

We collect personal data directly from you such as your name, occupation, date of birth, address, telephone number, email address via:

- **service data** - your personal data that are provided in the course of the use of our services
- **enquiry data** - information contained in any enquiry you submit to us regarding products and/or services
- **transaction data** - information relating to transactions, including purchases of goods and services, that you enter into with us and/or through our website
- **correspondence data** - information contained in or relating to any communication that you send to us
- **third party data** - We also obtain contact details (name, address & telephone number) from 3rd parties for marketing purposes using either legitimate Interest or consent as our legal basis;

We may also obtain your personal data, which is gained indirectly or passively in the following ways:

- **usage data** - Information we gather from your use of, and interaction with, our website and the devices you use to access them.
- **third party data** – publicly available data from third parties about you as an individual, including financial history.

5. Our use of cookies

If you visit the **Firwood Services Ltd** website, we will collect information about your online activity in a "cookie". A cookie is a small text file that is downloaded onto 'terminal equipment' (e.g. a computer or smartphone). It allows us to recognise the device you are using and store some information about your preferences or past actions.



The cookies we use are non-privacy intrusive, which means they do not contain personal information that is unique to you as user of our website.

There are cookies we use that are strictly necessary and essential for the use of our website, without these you will not be able to complete online quotes or purchases.

We also use cookies for our legitimate business interests to improve the website experience and to analyse the number of visitors to our website.

Our website contains links to other websites which are outside our control and are not covered by this Privacy Policy. If you access other sites using the links provided, the operators of these sites may collect information from you which will be used by them in accordance with their Privacy Policy.

6. How we use your personal data

We will only process your data where we have a legal basis for doing so.

We use your data to communicate with you and to offer you our services and products. We will also use your data to improve or maintain the services we offer to you. We will never share your data with any other third party, other than those stated in this policy, nor use your data for any other purpose, unless we firstly gain your consent to do so.

We rely on several legal bases for collecting and further processing your personal data.

These are:

- Contract
- Legal Obligation
- Legitimate Interest

6.1 Contract

We collect personal information about you when you apply for products or services. We will ask you to provide some information about yourself for security, identification, and verification purposes. When completing on-line forms, we will tell you how your information will be used in relation to the product or service you are applying for.

We may also monitor and record communications with you (such as telephone calls and emails) for quality assurance, training, fraud prevention and regulatory compliance purposes.

We will also collect personal data for the purposes of the performance of a contract with you, such as:



- Preparing a transaction, such as an HMRC tax return.
- Processing a transaction, including that with a third party.
- Providing access to your personal details through your online account.
- Administering your HMRC refund.
- Communicating with you about your refund.

6.2 Legal Obligation

We may also process your personal information to allow us to comply with certain legal obligations to which we are subject. We are required to adhere to several regulatory frameworks, including that imposed by HMRC, with whom we work openly and co-operatively. We will also work co-operatively with the national data protection authority, the Information Commissioner's Office (ICO), in relation to any data protection matters that may arise.

6.3 Legitimate Interest

We may use your personal data for our legitimate business interests, whilst carefully considering and balancing any potential impact on you and your rights as a data subject under the relevant data protection legislation.

This may include processing your personal data to allow us to provide the best services and customer experience and to ensure products are relevant and tailored to your needs. We will always ensure that our legitimate interests will never override your rights and freedoms under data protection legislation. As an example, we may process your personal data for the following purposes:

- For Direct Marketing purposes, relating to products and services that are compatible with the original purpose for which we originally gained the information.
- To communicate with you in relation to the product and services for which you received a quotation, including newsletters and marketing materials.
- To communicate important updates about our products or services, which we think may be of interest to you.
- For evidential purposes to effectively manage and maintain records of our relationships/communications with you.
- To enhance, modify, personalise or otherwise improve our services and communications for the benefit of you.
- To better understand how you interact with our website and content in order to enhance your customer experience.
- To determine the effectiveness of promotional campaigns to inform marketing strategy.



In addition, we may perform statistical and other analysis on the personal data we collect, to help us understand and improve on how people use our products or services.

Please note, you have the right to restrict the processing for which we rely on legitimate interest as the legal basis.

Where we rely on legitimate interest as the legal basis for sending you direct marketing you have the right to object to this processing. You can opt-out or update your marketing preferences by contacting us at admin@firwoods.co.uk.

7. Who we share your data with

We do not sell, trade or otherwise transfer your personal information to outside parties other than necessary sharing. Necessary sharing includes governmental bodies or trusted third parties who assist us in operating our database and website, conducting our business or servicing you so long as those parties agree to keep this information confidential.

The full list of 3rd Parties we use is available in our Terms & Conditions, which we send out to every customer when they purchase a product from us. Our third-party partners are used to help provide you with our products and services in the following ways:

- Third parties necessarily involved in the actual or proposed transaction e.g. HMRC;
- Trusted suppliers who provide us with services necessary for the transaction or processing of your order, for example Dialler, database services, text and web site hosting; (Blue Telecoms, Knack.com, Lyrical Host, Text Magic & e-sign)
- Auditors;
- Banks and financial credit companies who process payments from us on our behalf;
- Any party named in your Terms & Conditions.

8. Data processed outside the European Economic Area (EEA)

Some of the third-party suppliers we use may be located in countries outside of the EEA.

When data is transferred outside of the EEA, it will be kept securely and only used for the purposes set out in this Privacy Policy. We will ensure the data has the equivalent protection as it would be if it were processed in the UK.

This is done by requiring our prior written consent from the third party and only where that country or international organisation provides adequate safeguards, as recognised by the



UK's Information Commissioner's Office (ICO) or, where an international organisation is located in the United States, that international organisation participates in and adheres to the EU-US Privacy Shield, or such other mechanism that may replace or supersede it.

9. How long do we retain your personal information?

Firwood Services Ltd will periodically review your personal information to ensure that we do not keep it for longer than is necessary and that it is being retained for the purposes it was originally gained. Personal data will be retained for the purposes specified in this Privacy Policy so long as we continue to have a legal basis for processing your data (e.g. legitimate interest or contractual purposes).

Where we have provided you with a service (but you have not completed the process), we will retain your personal data for **6 years** from the date we obtained it for regulatory and fraud prevention purposes, and to allow any complaints to be managed.

If the personal data is no longer necessary, or where we no longer have a legal basis for processing your data, we will delete or fully anonymise the data we hold on you.

10. Confidentiality & security of your personal information

Firwood Services Ltd does not sell, trade or otherwise transfer your personal information to outside parties other than those detailed in this Privacy Policy. Necessary sharing includes trusted third parties who assist us in operating our website, conducting our business or servicing you, and governmental bodies for fraud prevention, so long as those parties have adequate data protection measures in place that align with the requirements of the relevant data protection legislation. We ensure that we have appropriate technical and organisational controls in place to protect our business and our customers from unauthorised access or alteration to, disclosure or destruction of information we hold. In particular:

- We always require verification and identification from you (or your authorised third parties) prior to allowing access to your account or before discussing any personal and account details.
- We have appropriate security measures in place relating to the collection, storage and processing of your personal data, including physical security measures, to guard against unauthorised access to systems.
- We restrict access to personal information to employees, contractors and agents who need to know that information in order to process it for us, and who are subject to strict contractual confidentiality



obligations and may be disciplined or terminated if they fail to meet these obligations.

11. Your rights as a Data Subject

As a data subject, for whom **Firwood Services Ltd** processes personal data, you can exercise certain rights in relation to the processing of your personal data, under data protection legislation, as detailed below.

11.1 Accessing your data

You have the 'right of access' to the personal data we hold on you. This will include information on any data we may have sourced indirectly. We can also provide your personal data in a structured format (as a csv file) if required. This is referred to as your 'right to data portability' under the Data Protection legislation.

If you would like to receive a copy of the data, we hold on your please contact us on:

Email: admin@firwoods.co.uk

Address:

Firwood Services Ltd

2nd Floor College House, 17 King Edwards Road, Ruislip, London, United Kingdom, HA4 7AE

We will respond to your request as soon as possible, and at the latest within one month of receiving your request.

11.2 Updating your data

We aim to keep your data up to date and accurate. If you find we have incorrect information about you please let us know by contacting us at admin@firwoods.co.uk. This is referred to as your 'right to rectification' in data protection legislation.

We cannot delete the data we hold on you until the relevant data retention period has expired, at which point your data will automatically be deleted or anonymised (see section 9 above). However, if you wish to stop receiving communications from us see '11.4 – unsubscribe from marketing communications' below.

11.3 Restricting the processing of your data

You have the right to request us to stop processing your data in certain circumstances, referred to as 'right to restriction of processing' in data protection legislation. These circumstances are:

- You believe we have inaccurate data about you. In this case we will update your data on your request (see section 11.2 above).



- Our retention period for storing your data has expired and we are going to delete the data, but you wish us to retain your information for legal reasons.
- You no longer wish to receive marketing information from us. In this case you can unsubscribe from marketing (see section 11.4 below).

11.4 Unsubscribing from marketing communications

You may opt-out of your personal information being processed for marketing communication purposes as defined in section 6.3, by contacting us at admin@firwoods.co.uk.

You can unsubscribe from ongoing email at any time by following the unsubscribe instructions at the bottom of each email.

Please note that due to the advance preparation required for some types of communication, it may take up to 30 days for the communications to cease.

This is referred to as your 'right to object' under data protection legislation.

11.5 Complete Withdrawal of Consent

You may opt-out completely at any time, from us using your data for any further purpose, by contacting us at admin@firwoods.co.uk. Should you have any further concerns whatsoever than you have a right to contact the Information Commissioner's Office (ICO) the details of which can be found below under section 12 Complaints.

12. Complaints

Firwood Services Ltd will be more than happy to help you should you have any complaints about the processing of your personal data. Under data protection legislation, you have the right to lodge a complaint with the Supervisory Authority, the Information Commissioner's Office (ICO), who are the national authority responsible for the protection of personal data. A complaint can be made to the ICO via their website: ico.org.uk or through their helpline: 0303 123 1113.