

Privacy Policy

This privacy policy applies between you, the user of this Website, and LF HoldCo 2 Ltd trading as Lightning Fibre, the owner and provider of this Website. We take the privacy of your information very seriously. This privacy policy applies to our use of any and all data collected by Us or provided by you in relation to your use of the Website.

This privacy policy should be read alongside, and in addition to, our Terms and Conditions, which are available on our Website or by calling us (01323 380260) if you require a paper copy or accessible versions.

Please read this privacy policy carefully.

Definitions and interpretation

1. In this privacy policy, the following definitions are used:

Data

Collectively all information that you submit to LF HoldCo 2 Ltd via the Website. This definition incorporates, where applicable, the definitions provided in the Data Protection Laws;

Cookies

A small text file placed on your computer by this Website when you visit certain parts of the Website and/or when you use certain features of the Website. Details of the cookies used by this Website are set out in the clause below (Cookies);

Data Protection Laws

Any applicable law relating to the processing of personal Data, including but not limited to the GDPR, and any national implementing and supplementary laws, regulations and secondary legislation;

GDPR

The UK General Data Protection Regulation;

LF HoldCo 2 Ltd, we or us

LF HoldCo 2 Ltd trading as Lightning Fibre, a company incorporated in England and Wales with registered number 15474345 whose registered office is Unit 17 Connect 27 Business Park Twin Oaks Drive, Polegate, East Sussex, BN26 6GP, United Kingdom;

UK and EU Cookie Law

The Privacy and Electronic Communications (EC Directive) Regulations 2003, as amended;

User or You

Any third party that accesses the Website and is not either (i) employed by LF HoldCo 2 Ltd and acting in the course of their employment or (ii) engaged as a consultant or otherwise providing services to LF HoldCo 2 Ltd and accessing the Website in connection with the provision of such services; and

Website

The website that you are currently using, <https://www.lightningfibre.co.uk>, and any sub-domains of this site unless expressly excluded by their own terms and conditions.

2. In this Privacy Policy, unless the context requires a different interpretation:

- a. the singular includes the plural and vice versa;

- b. references to sub-clauses, clauses, schedules or appendices are to sub-clauses, clauses, schedules or appendices of this privacy policy;
- c. a reference to a person includes firms, companies, government entities, trusts and partnerships;
- d. “including” is understood to mean “including without limitation”;
- e. reference to any statutory provision includes any modification or amendment of it;
- f. the headings and sub-headings do not form part of this privacy policy.

Scope of this Privacy Policy

3. This privacy policy applies only to the actions of LF HoldCo 2 Ltd and Users with respect to this Website. It does not extend to any websites that can be accessed from this Website including, but not limited to, any links we may provide to social media websites.

4. For purposes of the applicable Data Protection Laws, LF HoldCo 2 Ltd is the “data controller”. This means that LF HoldCo 2 Ltd determines the purposes for which, and the manner in which, your Data is processed.

Data collected

5. We may collect the following Data, which includes personal data, from you:

- a. name;
- b. contact information such as email addresses, postal addresses and telephone numbers;
- c. information relating to your enquiry, interest in our products or services, and details provided through lead forms or other online forms;
- d. information relating to your order or attempted order of our products and services;
- e. financial information such as credit/debit card numbers;
- f. IP address (automatically collected);
- g. Website usage information and customer preferences;

in each case, in accordance with this privacy policy.

How we collect data

6. We collect Data in the following ways:

- a. Data is given to us by you; and
- b. Data is collected automatically.

Data that is given to us by you

7. LF HoldCo 2 Ltd will collect your Data in a number of ways, for example:

- a. when you contact us through the Website, by telephone, post, email or through any other means;
- b. when you complete an enquiry form, lead form, call-back request form or any other online form on our Website;
- c. when you request information about our products or services;
- d. when you commence or complete an online order for our products or services;
- e. when you register with us and set up an account to receive our products/services;
- f. when you make payments to us, through this Website or otherwise;
- g. when you elect to receive marketing communications from us;
- h. when you use our services;

in each case, in accordance with this privacy policy.

Data that is collected automatically

8. To the extent that you access the Website, we will collect your Data automatically, for example:
- a. we automatically collect some information about your visit to the Website. This information helps us to make improvements to Website content and navigation, and includes your IP address, the date, times and frequency with which you access the Website and the way you use and interact with its content;
 - b. we will collect your Data automatically via Cookies, in line with the Cookie settings on your browser. For more information about Cookies and how we use them on the Website, see the section below headed "Cookies".

Our use of Data

9. Any or all of the above Data may be required by us from time to time in order to provide you with the best possible service and experience when using our Website. Specifically, Data may be used by us for the following purposes:

- a. internal record keeping;
- b. administration of customer accounts;
- c. provision of products and services;
- d. billing and payment processing;
- e. responding to enquiries and requests for information;
- f. lead management and sales assistance;
- g. marketing communications, where permitted by law;
- h. improving our Website, products and services.

Lead Management and Sales Assistance

10. Where you choose to complete a lead form, request a call back, submit an enquiry or otherwise indicate an interest in our products or services, we may use the information you provide to:

- a. respond to your enquiry;
- b. provide information about our services;
- c. assist you with selecting or ordering broadband services;
- d. contact you regarding your interest in our services;
- e. help you complete an online order that you have started; and
- f. provide support if you appear to be experiencing difficulties during the online ordering process.

11. Where appropriate, a member of our sales team may contact you by telephone shortly after you submit your details in order to answer questions, discuss your requirements and assist you with your purchase.

12. This contact is a response to your enquiry or request for assistance and is separate from ongoing marketing communications for which consent may be requested.

Marketing Communications

13. If you choose to receive marketing communications from us, we may contact you, in accordance with your selected marketing preferences, by email, SMS/text message, telephone, post or other electronic communications regarding:

- a. our products and services;
- b. special offers and promotions;
- c. service updates;
- d. competitions and events; and
- e. company news.

14. Where required by applicable law, including the Privacy and Electronic Communications (EC Directive) Regulations 2003 (PECR), we will only send marketing communications where we have obtained your consent or where another lawful marketing exemption applies.

15. Submitting a lead form, requesting a call back, requesting information about our services or purchasing services from us does not automatically constitute consent to receive ongoing marketing communications.

16. Where consent is requested, it will be optional, specific to the relevant communication channel and separate from the purchase of our products or services. You may withdraw your consent or opt out at any time using the unsubscribe or opt-out method provided in the communication, by emailing ask@lightningfibre.co.uk or by contacting our Data Protection Officer at DPO@lightningfibre.co.uk.

17. Where permitted by PECR, we may rely on the 'soft opt-in' exemption to send marketing communications about our own similar products and services to existing customers. In such circumstances, you will be given an opportunity to opt out when your details are collected and in every subsequent communication.

18. We maintain records of marketing preferences and suppression information so that we can respect withdrawals of consent and objections to direct marketing.

19. We may process your Data where necessary for our legitimate interests, including responding to customer and prospective customer enquiries, administering our business and customer relationships, improving our products, services and Website, supporting prospective customers during the purchasing process, and protecting our business against fraud, misuse or legal claims. Where we rely on legitimate interests, we will consider and balance those interests against your rights and freedoms.

20. Where you register for services, request that we provide services to you, or take steps towards entering into a contract with us, we process your personal data because the processing is necessary for the performance of a contract with you or in order to take steps at your request prior to entering into a contract. Where we rely on your consent, including for certain marketing communications, you may withdraw that consent at any time. Withdrawal will not affect the lawfulness of processing carried out before consent was withdrawn.

Who we share data with

21. We may share your Data with the following groups of people for the following reasons:

- a. our employees, agents and/or professional advisers, to enable us to provide our ISP service and respond to enquiries;
- b. our marketing partners, to enable us to analyse and optimise our marketing campaigns, where permitted by law;

in each case, in accordance with this privacy policy.

Keeping data secure

22. We will use technical and organisational measures to safeguard your Data, for example:

- a. access to your account is controlled by a password and a user name that is unique to you;
- b. we store your Data on secure servers;
- c. payment details are encrypted using SSL technology (typically you will see a lock icon or green address bar, or both, in your browser when we use this technology).

23. Technical and organisational measures include measures to deal with any suspected data breach. If you suspect any misuse or loss or unauthorised access to your Data, please let us know immediately by contacting us at ask@lightningfibre.co.uk.

24. If you want detailed information from Get Safe Online on how to protect your information and your computers and devices against fraud, identity theft, viruses and other online problems, please visit www.getsafeonline.org. Get Safe Online is supported by HM Government and leading businesses.

Data retention

25. Unless a longer retention period is required or permitted by law, we will retain your personal data only for as long as necessary to fulfil the purposes described in this privacy policy. Customer account and service information will be retained for the duration of the customer relationship and for any period required by applicable legal, regulatory, accounting or tax obligations. Information submitted through enquiry forms, lead forms or requests for sales assistance will be retained only for as long as reasonably necessary to manage the enquiry, provide assistance, fulfil legal obligations and establish, exercise or defend legal claims. Where personal data is no longer required, it will be securely deleted, anonymised or otherwise disposed of in accordance with our retention procedures.

26. Even if we delete your Data, it may persist on backup or archival media where retention is required or permitted for legal, tax or regulatory purposes.

Marketing preferences

27. You may choose whether or not to receive marketing communications from us. Where marketing consent is requested, your consent is entirely voluntary and is not required in order to purchase or receive our products or services.

28. You can withdraw your consent or change your marketing preferences at any time by:

- a. clicking the unsubscribe link included in our marketing emails;
- b. replying STOP to marketing text messages, where applicable;
- c. following any other opt-out instructions included in our communications;
- d. contacting us at ask@lightningfibre.co.uk; or
- e. contacting our Data Protection Officer at DPO@lightningfibre.co.uk.

Withdrawal of consent will not affect any processing carried out before your consent was withdrawn. If you object to direct marketing, we will stop using your personal data for that purpose. We may retain limited suppression information to ensure that we continue to respect your preferences.

Your rights

29. You have the following rights in relation to your Data:

- a. Right to access - the right to request copies of the information we hold about you. We will not charge you unless your request is manifestly unfounded or excessive. Where legally permitted, we may refuse a request and will explain why;
- b. Right to correct - the right to have your Data rectified if it is inaccurate or incomplete;
- c. Right to erase - the right to request that we delete or remove your Data from our systems, where applicable;
- d. Right to restrict our use of your Data - the right to restrict the way in which we use your Data, where applicable;
- e. Right to data portability - the right to request that we move, copy or transfer your Data, where applicable;
- f. Right to object - the right to object to our use of your Data, including processing based on legitimate interests and processing for direct marketing.

30. To make enquiries, exercise any of your rights set out above, or withdraw your consent to the processing of your Data where consent is our legal basis, please contact us at DPO@lightningfibre.co.uk.

31. If you are not satisfied with the way a complaint you make in relation to your Data is handled by us, you may refer your complaint to the Information Commissioner's Office (ICO). The ICO's contact details can be found at <https://ico.org.uk/>.

32. It is important that the Data we hold about you is accurate and current. Please keep us informed if your Data changes during the period for which we hold it.

Links to other websites

33. This Website may, from time to time, provide links to other websites. We have no control over such websites and are not responsible for their content. This privacy policy does not extend to your use of such websites. You are advised to read the privacy policy or statement of other websites before using them.

Changes of business ownership and control

34. LF HoldCo 2 Ltd may, from time to time, expand or reduce our business and this may involve the sale and/or transfer of control of all or part of LF HoldCo 2 Ltd. Data provided by Users will, where relevant to any part of our business so transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this privacy policy, be permitted to use the Data for the purposes for which it was originally supplied to us.

35. We may also disclose Data to a prospective purchaser of our business or any part of it.

36. In the above instances, we will take steps with the aim of ensuring your privacy is protected.

Cookies

37. This Website may place and access certain Cookies on your computer. LF HoldCo 2 Ltd uses Cookies to improve your experience of using the Website and to improve our range of services. LF HoldCo 2 Ltd has carefully chosen these Cookies and has taken steps to ensure that your privacy is protected and respected at all times.

38. All Cookies used by this Website are used in accordance with applicable UK Cookie Law.

39. Before the Website places non-essential Cookies on your computer, you will be presented with a request for consent. You may deny consent to non-essential Cookies; however, certain features of the Website may not function fully or as intended.

40. This Website may place the following Cookies:

Strictly necessary Cookies

41. These are Cookies required for the operation of our Website. They include, for example, Cookies that enable you to log into secure areas of our Website, use a shopping cart or make use of e-billing services.

Analytical/performance Cookies

42. They allow us to recognise and count visitors and to see how visitors move around our Website. This helps us improve how the Website works, for example by ensuring that Users find what they are looking for easily.

Functionality Cookies

43. These are used to recognise you when you return to our Website. This enables us to personalise content and remember your preferences. Where required, these Cookies will be used only with your consent.

44. You can find a list of Cookies that we use in the Cookies Schedule below.

45. You can enable or disable Cookies in your internet browser. By default, most browsers accept Cookies, but this can be changed. You can switch off Cookies at any time; however, you may lose information that enables you to access the Website more quickly and efficiently.

46. You can delete Cookies at any time; however, you may lose information, including personalisation settings, that enables you to access the Website more quickly and efficiently.

47. We recommend that you keep your internet browser up to date and consult the browser developer's help and guidance if you are unsure about adjusting your privacy settings.

48. For more information about Cookies, including how to disable them, please refer to aboutcookies.org.

General

49. You may not transfer any of your rights under this privacy policy to any other person. We may transfer our rights under this privacy policy where we reasonably believe your rights will not be affected.

50. If any court or competent authority finds that any provision of this privacy policy, or part of any provision, is invalid, illegal or unenforceable, that provision or part-provision will, to the extent required, be deemed deleted, and the validity and enforceability of the other provisions will not be affected.

51. Unless otherwise agreed, no delay, act or omission by a party in exercising any right or remedy will be deemed a waiver of that or any other right or remedy.

52. This privacy policy will be governed by and interpreted according to the law of England and Wales. All disputes arising under it will be subject to the exclusive jurisdiction of the English and Welsh courts.

Changes to this privacy policy

LF HoldCo 2 Ltd reserves the right to change this privacy policy as necessary or as required by law. Any changes will be posted on the Website. Where appropriate, we will bring material changes to your attention.

You may contact LF HoldCo 2 Ltd by email at ask@LightningFibre.co.uk.

This privacy policy was last updated on 9 October 2026.

Cookies Schedule

Below is a list of the Cookies that we use. We have tried to ensure this is complete and up to date, but if you think that we have missed a Cookie or there is any discrepancy, please let us know.

Strictly Necessary

Site functionality Cookies - Site analytics Cookies

Functionality

Customer preference Cookies - Gather customer details

Analytical/performance

Customer analytics - To gather customer analytics

For information on data, please email DPO@lightningfibre.co.uk.

To unsubscribe from our lists or change how we manage your Data, please send your request to ask@lightningfibre.co.uk or call customer services on 01323 380260.