Privacy policy

How we use personal information

How FirePro (UK) Ltd collects, uses and protects personal information, and your rights.

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Document owner	Lucy Bates, Business Administration Manager
Approved by	Oliver Harvey, General Manager

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PART A

About this policy

This policy explains how Fire Pro (UK) Ltd ("FirePro UK", "we", "us") collects and uses personal information about the people we deal with, and the rights those people have. It is written to meet our duties under the *UK General Data Protection Regulation* (UK GDPR), the *Data Protection Act 2018* and the *Privacy and Electronic Communications (EC Directive) Regulations 2003* (PECR), as amended by the *Data (Use and Access) Act 2025*. These are the same laws we commit to in clause 12.4 of our *Terms and Conditions of Sale* (FPUK-POL-004).

1 Who we are

FirePro UK is the controller of the personal information described in this policy. This means we decide how and why it is used and are responsible for looking after it.

Company	FirePro (UK) Ltd, registered in England and Wales, company registration number 7510376
Registered office	Ground Floor, Egerton House, Baker Street, Weybridge, England, KT13 8AL
Telephone	+44 (0)8000 314 333
Email	sales@fireprouk.com (please put "Data protection" in the subject line)
Website	www.fireprouk.com
Responsible person	Tony Hanley, Managing Director, has overall responsibility for data protection at FirePro UK

We are not required by law to appoint a data protection officer. Any question, request or complaint about your personal information should be sent to the contact details above, marked for the attention of the Managing Director.

2 Who this policy applies to

This policy covers personal information about:

- Customers, including sole traders, partners, directors and the staff of customer companies we deal with.
- Approved Ambassadors and engineers who attend our training or receive technical support.
- People who make an enquiry or ask for a quotation, including through our website, by phone or by email.
- Suppliers, carriers, subcontractors and their staff.
- Visitors to our website and people who receive our marketing.
- People we meet on customer sites when carrying out surveys, deliveries or investigations.

Most of our customers are businesses, so much of the information we hold is business contact information about the people who work for them. That information is still personal information and is protected by this policy.

Information we handle for our customers

Sometimes a customer gives us information that contains personal information about other people, for example names on site drawings, specifications or access arrangements. As set out in clause 12 of our *Terms and Conditions of Sale*, that information remains the property of the customer. We use it only to carry out the order, take reasonable precautions to protect it, and erase it when the customer directs us to at the end of the contract. Where we act on the customer's instructions in this way, the customer is responsible for telling the people concerned how their information is used.

3 How our role may vary

FirePro (UK) Ltd acts primarily as a data controller in relation to personal information relating to customers, suppliers, business contacts, training attendees and website users.

In limited circumstances, we may process personal information on behalf of a customer where such information is contained within drawings, specifications, access arrangements, site information or other project documentation supplied to us.

In those circumstances, we will only process such information for the purposes authorised by the customer and in accordance with applicable data protection legislation.

Where we act on behalf of a customer in this way, the customer remains responsible for ensuring that the individuals concerned have been provided with appropriate privacy information regarding the processing of their personal information.

PART B

How we use personal information

4 The information we collect

We only collect the information we need. Depending on how you deal with us, this may include:

Type of information	Examples
Identity and contact	Name, job title, employer, business address, email address, phone numbers
Order and project	Enquiries, quotations, orders, site and delivery addresses, drawings and specifications, site survey notes, delivery records, complaints and returns
Account and payment	Accounts or finance contact details from the Accounts and Invoicing Customer Information Form, invoice and payment history, bank details, credit account applications and credit assessment results

Type of information	Examples
Training and Ambassador	Training attendance, assessment results, certificates and Approved Ambassador status, in line with our *Approved Ambassador Training Terms and Conditions* (FPUK-POL-003)
Communications	Emails, letters, call notes and your marketing preferences
Website	IP address, browser and device details, and the pages you visit, collected through cookies (see section 15)

We do not ask for special category information (such as health, ethnic origin or religious beliefs) or criminal offence information about customers or suppliers. If you give us any, for example dietary or accessibility needs for a training day, we will only use it for the reason you gave it to us.

5 Where we get it from

Most information comes directly from you. We may also receive it from:

- Your employer or a colleague who names you as a contact for an order, account or project.
- Credit reference agencies, when we assess an application for a credit account.
- Public sources such as Companies House and your organisation's website.
- FirePro's headquarters in Cyprus, which manufactures our products, when an enquiry from the UK is passed to us.

6 How we use it and our lawful basis

We must have a lawful basis for each use of personal information. The table below sets out what we use it for and the basis we rely on.

What we use it for	Lawful basis
Responding to enquiries and preparing quotations	Steps taken at your request before a contract, or our legitimate interest in responding to business enquiries
Processing orders, arranging delivery and carrying out services and site visits	Performance of a contract, or our legitimate interest in fulfilling orders placed by your organisation
Invoicing, collecting payment and recovering overdue sums	Performance of a contract and our legitimate interest in being paid
Assessing applications for a credit account	Our legitimate interest in managing credit risk
Delivering training and managing Approved Ambassador status	Performance of a contract and our legitimate interest in making sure our products are installed correctly

What we use it for	Lawful basis
Handling complaints, returns and warranty claims	Performance of a contract and our legitimate interest in resolving disputes
Keeping accounting, tax and product records	Compliance with a legal obligation
Sending marketing about our products, services and training	Our legitimate interest in promoting our business, or your consent where the law requires it (see section 7)
Running and improving our website	Our legitimate interest, or your consent for non-essential cookies
Establishing, exercising or defending legal claims	Our legitimate interest in protecting our business

Where we rely on legitimate interests, we have weighed our interests against yours and are satisfied that the use is fair and expected. You can ask us for details of that assessment.

Some information is needed for us to enter into or perform a contract, such as a delivery address or an accounts contact. If it is not provided, we may be unable to accept or fulfil an order.

7 Marketing

We may send news and information about our products, services and training to business contacts. Where you are a sole trader or partner, we will only email you marketing if you have agreed to it, or you have bought from or enquired with us before and did not opt out at the time. Every marketing email includes an easy way to unsubscribe, and you can opt out at any time using the contact details in section 1. We never sell or rent personal information to anyone.

8 Who we share it with

We only share personal information where we need to, and only as much as is needed. Recipients may include:

- FirePro's headquarters in Cyprus, which manufactures our products, for orders, stock, technical support and product warranty.
- Carriers and couriers, to deliver goods to your nominated site.
- Subcontractors who help us carry out services, as permitted by clause 9.1 of our *Terms and Conditions of Sale*.
- Credit reference agencies, when we assess a credit account application.
- Debt recovery agents, solicitors and courts, where a payment is overdue or a dispute arises.
- Our accountants, auditors, insurers and professional advisers.
- IT, email, cloud storage and software providers who process information on our behalf. These may include:

- Mailing systems
- CRM systems
- Document management systems

- BSI and other certification bodies, during audits of our ISO 9001 quality management system.
- HM Revenue and Customs, the police or other authorities, where the law requires it.
- A buyer or successor, if our business or part of it is sold or reorganised.

These providers are engaged under contractual arrangements designed to protect personal information and may only process information in accordance with our instructions.

9 Transfers outside the UK

Our products are manufactured by FirePro's headquarters in Cyprus, so some information is shared there. The UK recognises countries in the European Economic Area, including Cyprus, as providing adequate protection for personal information. If any information is transferred elsewhere, for example by an IT provider, we make sure it is protected by UK adequacy regulations or by an approved safeguard such as the International Data Transfer Agreement or the UK Addendum to the EU standard contractual clauses. You can ask us for a copy of the safeguards that apply.

We regularly review our suppliers and service providers to ensure that any international transfers remain compliant with applicable UK data protection legislation and continue to provide an appropriate level of protection for personal information.

10 How long we keep it

We keep personal information only for as long as we need it, then delete or anonymise it securely.

Information	How long we keep it
Orders, contracts, invoices and payment records	Six years from the end of the financial year in which the contract ended, to meet tax, accounting and limitation rules
Product supply, installation and warranty records	Up to 10 years from supply, so we can deal with product safety, warranty or liability matters
Training and Approved Ambassador records	While Ambassador status is held, then six years
Enquiries, quotations and related correspondence that do not lead to an order	Normally up to six months from the last communication, unless required for an ongoing business relationship, legal claim, complaint, investigation or regulatory obligation
Credit assessment results	While the credit account is open, then six years
Marketing preferences	Until you opt out; we then keep a suppression record so we do not contact you again

Information	How long we keep it
Customer information we handle on the customer's behalf	Until the customer directs us to erase it, in line with clause 12.3 of our *Terms and Conditions of Sale*

Email correspondence is routinely managed and deleted in accordance with our email retention settings and business requirements. Where information is required for legal, regulatory, contractual or business continuity purposes, it may be retained for longer in accordance with this policy.

We may keep information for longer where there is a legal claim, complaint or investigation, or where the law requires it.

11 How we keep it secure

We take reasonable technical and organisational measures to protect personal information against loss, misuse, unauthorised access, corruption and destruction. Security measures may include:

- Role-based access controls and permissions
- Strong password policies
- Multi-factor authentication where available
- Endpoint protection and anti-malware technologies
- Secure cloud-based business systems
- Regular software updates and security patching
- Staff awareness and confidentiality obligations
- Secure deletion and disposal procedures

Access to personal information is restricted to those who require it for legitimate business purposes.

If a personal data breach is likely to result in a risk to the rights and freedoms of individuals, we will report it to the Information Commissioner's Office where required by law and, where appropriate, will notify affected individuals without undue delay.

12 Children

Our products and services are intended for business and professional users. We do not knowingly collect personal information directly from children.

PART C

Your rights

13 Your rights

You have the following rights over your personal information. Some only apply in certain circumstances.

Right	What it means
Access	Ask for a copy of the personal information we hold about you
Rectification	Ask us to correct information that is inaccurate or incomplete
Erasure	Ask us to delete your information where there is no good reason for us to keep it
Restriction	Ask us to pause using your information, for example while we check its accuracy
Objection	Object to our use of your information where we rely on legitimate interests, and to direct marketing at any time
Portability	Ask for information you gave us in a structured, commonly used format, or for it to be sent to another organisation
Withdraw consent	Withdraw consent at any time where we rely on it, without affecting anything we did before

To use any of these rights, contact us using the details in section 1. There is normally no charge. We may need to confirm your identity first. We will respond within one month, which may be extended by up to two further months for complex or multiple requests; if so, we will tell you why within the first month.

14 Complaints

If you are unhappy with how we have handled your personal information, please contact us first using the details in section 1 so we can try to put it right. We will acknowledge your complaint within 30 days, look into it without undue delay and tell you the outcome.

You also have the right to complain to the Information Commissioner's Office (ICO), the UK data protection regulator:

Website	ico.org.uk/make-a-complaint
Telephone	0303 123 1113
Address	Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

15 Cookies and our website

Our website uses cookies and similar technologies to support website functionality, improve user experience and understand how visitors use our website. Cookies may include:

- Strictly necessary cookies required for the operation of the website
- Preference cookies that remember visitor choices
- Analytics cookies used to understand website performance and visitor behaviour

We use analytics technologies to monitor website usage and improve the content and services we provide.

Where consent is required by law, non-essential cookies will only be placed after a visitor has provided consent through our cookie banner or cookie management tool. Visitors may withdraw or modify their cookie preferences at any time through the cookie settings made available on our website.

Our website may contain links to third-party websites, including LinkedIn and YouTube. Those websites operate independently and have their own privacy policies.

16 Automated decision-making

We do not currently make decisions about individuals based solely on automated processing that produce legal effects or similarly significant effects. If this changes in the future, we will update this policy and provide any information required by applicable law.

17 Changes to this policy

We review this policy at least once a year and whenever the law or the way we use personal information changes. The current version is always available at www.fireprouk.com or on request.

APPENDIX A

Revision history

Revision	Date	Summary of change	Approved by
Rev 1	November 2026	First issue of the FirePro UK Privacy Policy. Aligned with clause 12 of the FirePro UK Terms and Conditions of Sale (FPUK-POL-004, Rev 4).	Oliver Harvey
Rev 2	November 2026	Added controller/processor clarification, named business systems, enhanced retention, security, cookies, children's privacy and automated decision-making provisions.	Oliver Harvey