

ICG Heat Pumps: Website Privacy Policy

1. Introduction

ICG Heat Pumps ("we," "us," or "our") is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, process, and protect your personal data when you visit our website (www.icgheatpumps.co.uk), download our technical resources, or contact us regarding our commercial heating and hot water solutions.

2. Information We Collect

We collect and process data to provide a better experience for our users and to fulfill our B2B commercial engineering services. We may collect the following types of information:

- **Identity & Contact Data:** First name, last name, email address, telephone number, job title, and company name. This is typically collected when you fill out a contact form, request a quote, or download one of our technical guides (e.g., the R290 Technical Guide or Public Sector Capability Statement).
- **Technical Data:** Internet Protocol (IP) address, browser type and version, time zone setting, browser plug-in types, and operating system.
- **Usage Data:** Information about how you use our website, including the pages you view, the technical manuals you download from our Resource Hub, and the links you click.
- **Marketing & Communications Data:** Your preferences regarding receiving B2B marketing communications from us and your communication preferences.

3. How We Use Your Data

We will only use your personal data when the law allows us to. Most commonly, we use your data in the following circumstances:

- **To Provide Requested Resources:** To email you the technical documentation, CAD files, or capability statements you have requested.
- **To Respond to Enquiries:** To contact you regarding project tenders, technical support requests, or commissioning inquiries (such as those under our Intelligent Comfort Guarantee).

- **For Legitimate Business Interests:** To analyze website usage (e.g., tracking which manufacturer manuals are downloaded most frequently) to improve our site layout, UX, and technical offerings.
- **For B2B Marketing:** As a business-to-business supplier, we may occasionally send you relevant technical updates, industry news (e.g., F-Gas phase-down regulations), or new product specifications. You can opt out of these communications at any time.

4. Data Sharing and Third Parties

We do not sell your personal data to third parties. We may share your data with trusted third parties strictly for operational purposes, including:

- **Service Providers:** IT and system administration providers who host our website and manage our Customer Relationship Management (CRM) databases.
- **Authorised Manufacturers:** In specific cases regarding equipment warranties, commissioning, or highly complex technical support, we may need to share project contact details with our manufacturing partners (Midea, Euroklimat, Clivet).
- **Legal and Regulatory Authorities:** If required by law or to protect our legal rights.

5. Data Security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used, or accessed in an unauthorized way, altered, or disclosed. Access to your personal data is limited to those employees, agents, and contractors who have a legitimate business need to know.

6. Data Retention

We will only retain your personal data for as long as necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. For B2B contacts, we generally retain information for the duration of our commercial relationship and for a reasonable period thereafter to facilitate future engineering projects or warranty support.

7. Your Legal Rights

Under UK data protection laws, you have rights in relation to your personal data, including the right to:

- Request access to your personal data.
- Request correction of the personal data that we hold about you.
- Request erasure of your personal data.
- Object to the processing of your personal data (particularly regarding direct marketing).
- Request the restriction of processing of your personal data.
- Request the transfer of your personal data to a third party.

If you wish to exercise any of the rights set out above, please contact us.

8. Cookies

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. *(Please see our Cookie Policy for further details).*

9. Contact Us

If you have any questions about this Privacy Policy or our privacy practices, please contact us at:

- **Email:** enquiries@icgheatpumps.co.uk
- **Address:** 7 Allied Business Centre, Coldharbour Lane, Harpenden, Hertfordshire, AL5 4UT
- **Phone:** 01462 435700