



Ecofurb – Privacy Notice

Welcome to Ecofurb's Privacy Notice

We know customers value their privacy, so we treat our customer data with great care. This notice sets out how and when we collect, use and share your personal information that you, or others, provide to us.

This privacy policy was last updated on 29/03/2024.

1) About Us

This privacy notice applies to Parity Projects (05557883) trading as Ecofurb. Our postal address is Fore 2, 2 Huskisson Way, Shirley, Solihull, West Midlands, England, B90 4SS

If you have any questions about the use of personal data for Ecofurb, please contact us on support@ecofurb.com and we will be happy to help.

2) How do we collect and use your data?

We only collect and process data about you where we have a reason for doing so and only where that reason is permitted under data protection law. This section sets out how we collect and use your data.

If you wish to use our services please register, and keep your contact details up to date.

When you register on our website for use of our online advice services, we will use your information to complete any purchase and/or save your preferences and plans so that you can return to them later.

Where you make changes to the data held by our online service for your home, we will store the changes so they are visible to you when you next log in to the online advice service. They cannot be seen by anyone else who looks up your address.

The details we collect from you in the course of your interactions with us may include your name, address, date of birth, email address, phone number, home energy performance data, and payment details such as credit or debit card information or direct debit details.

We need this information in order to deliver the service you have asked us to provide you with. And we may contact you in order to know whether the account is still needed, or to update or verify details.

When you phone, email or contact us on social media with general queries, we process your personal information (your name, address, contact details and other personal information you've given us) in order to provide the services you have asked us to, for example providing more information about our service.

We log and record the interactions you have with us, such as phone calls, email opens and click-throughs. We do this because we have legitimate interests to answer your query. We rely on legitimate interests to handle your personal information in this way.

When you wish to have an Ecofurb Plan or have measures installed by Ecofurb partners we share information about your property and project. This includes contact details, photographs, measurements and other details. We do this in order to supply the service that you have requested, or as a step taken at your request before taking up a service.

Plan Builder is the name of our software that provides online advice. It uses data from our national housing dataset, known as Pathways. Property data collected during the survey will be entered into Pathways, including data related to the construction, fabric, lighting and heating systems of the property. We have a legitimate interest in using the data to improve the quality of advice.

Pathways and Plan Builder do not hold or publish any personally identifiable data, and only a summary of the property's home energy performance data is visible on Plan Builder.

The availability and use of data in Parity Projects Pathways and Plan Builder software is limited by the terms governing the use of the Government's Energy Performance Certificate data. Should you wish to exclude your property data from Pathways and therefore Plan Builder please let us know at support@ecofurb.com.

You may also share with us personal details about your health or communication needs. This will help us meet those needs. With your explicit consent and only when necessary, this information will be passed to delivery partners or sub-contractors who need to communicate with you or visit your home.

How do we use your data in our Marketing communications? This section applies if you have opted in to receive marketing communications from us or have previously expressed an interest in our products and services and have not opted out.

We will process your personal information (your name, address, contact details and other personal information you've given us) to provide you with marketing communications.

Where you have opted to receive marketing communications, we rely on your consent to contact you for marketing purposes.

If you have registered use of our services and not opted in and we send you marketing emails, we do this because of our legitimate interest to share news and offers relating to the products and services you have expressed an interest in.

Every email we send to you for marketing purposes will also contain instructions on how to unsubscribe from receiving them, or you can contact us anytime at support@ecofurb.com.

We may also use the basis of legitimate interest to share information about our products and services via post, phone, targeted or generic adverts on our website or apps.

We never share your information with any third parties for their direct marketing purposes.

If you have registered use of our free online advice services but do not take up a paid-for service, and we send you a feedback form or other request for your views, we do this because of our legitimate interest to understand how we can better meet user needs.

How do we process your data if you have opted in to participate in research by the Department of Energy Security and Net Zero?

This Ecofurb service is supported for a trial period by the Green Home Finance Accelerator. This funding comes from the Department for Energy Security and Net Zero's £1 billion Net Zero Innovation Portfolio which provides funding for low-carbon technologies and systems and aims to decrease the costs of decarbonisation helping enable the UK to end its contribution to climate change.

The Department wants to invite customers to share their views about the service. If you give consent, personal data such as names, address and email address will be shared with the external evaluation contractor employed by the Department for Energy Security and Net Zero.

The evaluators will only contact you for the evaluation and you can decide not to take part in the evaluation when contacted.

2a) Information we receive from third parties

As well as the information you provide us with directly, we also receive information from some third parties.

Affiliates and Partners – We work with various affiliates and partners, such as financial service providers, community groups and councils, and if you

sign up to our services through one of our affiliates or partners, they may send us your personal information.

Public databases – We also have access to national property and mapping databases, and we may receive information about your property from these databases.

Third party platforms – We may sometimes provide personalised advertising via third party platforms. This is done without the platforms revealing your identity to us and vice-versa. We do this on the basis of legitimate interest to ensure that you receive more tailored and relevant information about our products and services.

Grant funding – This section applies if you may be eligible for grant funding, as some Government energy efficiency and low carbon heating grants require additional personal information. We will collect information relevant to the provision of these schemes, including your name, address, contact details and any eligible benefits you receive, and signature to show consent to the eligibility check.

Technical information and analytics – when you visit our website, we will automatically collect the following information:

1) Technical information, including the IP address used to connect your computer to the internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, screen resolution, operating system and platform; and

2) Information about your visit, including the full Uniform Resource Locators, clickstream to, through and from our website (including date and time), page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs) and methods used to browse away from the page.

We may also collect information on your location on our websites, such as your location data when accessing the website in line with the location settings on your phone or internet browser. This can be disabled or amended via the relevant IOS/Android platforms or in your internet browser settings.

We work closely with various third parties, including advertising networks, analytics providers, hosting providers and search information providers from whom we may also receive general aggregated anonymous information about you.

3) Sharing your information

We will only share your information in line with this privacy notice in compliance with data protection laws. We will ensure that these third parties only use your data in line with our instructions. Some of the organisations we may share your information with include:

Our subcontractors and delivery partners we use to help us deliver the Ecofurb service, including CoreLogic UK, Knight Frank Finance, Loco Home Retrofit, RetrofitWorks and Centre for Sustainable Energy and installers of energy efficiency and low carbon heating measures.

Payment providers, to process your payments to us

If our business is sold

We will transfer your personal information to a third party as follows:

if we sell or buy any business or assets, we will provide your personal information to the seller or buyer (but only to the extent we need to, and always in accordance with data protection legislation); and

if Parity Projects, or the majority of its assets, are acquired by somebody else, in which case the personal information held by such company will be transferred to the buyer.

We process your personal information in this way because we have a legitimate interest to ensure our business can be continued by the buyer.

Where we have a legal obligation – in some circumstances, we may need to share your personal information if we are under a duty to disclose or share it to comply with a legal obligation, or to allow us to comply with PAS2035 or public sector funding requirements in the case of grant funding. For example, to investigate something like theft or fraud.

4) Where is my data stored?

Your information is held securely in our systems, which are located on our premises or those of carefully selected third parties, including Hubspot, Microsoft, Google Analytics and Xero.

When we share data with partners who have systems that store data outside of the EEA, we have an agreement or contract to ensure that your data is treated with in line with the Data Protection Act 2018.

If you would like further information about which third party systems we use please get in touch.

5) How long do we retain your data for?

We will only retain your personal information for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, accounting or administrative requirements.

To determine the appropriate retention period for the personal information we hold, we consider the amount, nature and sensitivity of the personal information, the risk of harm from unauthorised use or disclosure of your personal information, the reasons why we handle your personal information, the applicable legal requirements and whether we can achieve those purposes through other means.

In some circumstances, we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical analysis, such as looking at email open rates, or to improve our website and develop new products. In these cases, we may use this information indefinitely without further notice to you.

6) What are your rights?

You have the following rights under data protection law, and information explaining these rights can be found on the Information Commissioner Office website.

Your right of access – You have the right to ask us for copies of your personal information.

You can withdraw consent at any time for any of the processing that relies on Consent. We make this as straight forward as possible – please see above in the section titled How and Why we have personal data and what we do with it for details about how you can withdraw your consent.

Your right to object to processing – You have the right to object to the processing of your personal data in certain circumstances. You always have the right to object to processing for the purposes of direct marketing.

Your right to erasure – You have the right to ask us to erase your personal information in certain circumstances.

Your right to restriction of processing – You have the right to ask us to restrict the processing of your information in certain circumstances.

Your right to rectification – You have the right to ask us to rectify or complete information you think is inaccurate, and we must consider whether this request is founded and not excessive.

Your right to data portability – You have the right to ask that we transfer the information you gave us to another organisation, or to you, in certain circumstances.

You do not have to pay to exercise your rights. If you make a request, we have one month to respond to you.

Please contact us at support@ecofurb.com if you wish to make a request.

7) How to complain

You can complain to us by emailing on support@ecofurb.com or info@parityprojects.com.

You can complain to the ICO if you are unhappy with how we have used your data.

The ICO's address: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF