



PRIVACY NOTICE

Thank you for visiting our website and for trusting DSMHEM Ltd ("we", "us", or "our") with your personal information. We are committed to protecting your privacy and handling your data responsibly.

This Privacy Policy explains in clear and simple terms what information we collect about you, how we use it, who we share it with (if anyone), and what rights you have in relation to your personal data. It applies to all information collected through our website (www.dsmhem.co.uk), any related services, sales, marketing activities, or events.

We comply with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, the Privacy and Electronic Communications Regulations 2003 (PECR) as amended by the Data (Use and Access) Act 2025 (DUAA), and other applicable UK laws.

If you have any questions, concerns, or would like to exercise your rights regarding your personal information, please contact us at info@dsmhem.co.uk. We also maintain a formal process for handling data protection complaints, as required under UK law.

Please read this Privacy Policy carefully. By continuing to use our website and services, you acknowledge that you have read and understood how we handle your personal data.

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1. WHO WE ARE (Data Controller)

Data Controller: DSMHEM Ltd.

Registered Address:
 DSMHEM Ltd.
 15 Laburnum Avenue
 Newbold Verdon
 Leicester, Leicestershire LE9 9LQ
 United Kingdom
 Tel: (+44) [07943063981](tel:07943063981)
 E-Mail: info@dsmhem.co.uk

If you have questions about this policy or our data practices, contact us at the details above.

2. WHAT INFORMATION DO WE COLLECT?

Personal Information You Disclose to Us

We collect personal information that you voluntarily provide to us.

We collect personal information when you express interest in our products/services, participate in activities on the Website, contact us, create an account, place orders, or otherwise interact with us.

The personal information we collect depends on the context and may include:

- Names, phone numbers, email addresses
- Project address, billing addresses, mailing addresses
- Contact or authentication data
- Debit/credit card numbers (processed securely via third-party providers)
- Other similar information you provide

All personal information you provide must be true, complete, and accurate. Please notify us of any changes.

Information Automatically Collected

Some information — such as your IP address and browser/device characteristics — is collected automatically.

We automatically collect certain technical and usage information when you visit, use, or navigate the Website. This does not usually reveal your specific identity but helps maintain security, operation, and analytics.

This includes:

- Log and Usage Data: IP address, device information, browser type/settings, activity details (date/time, pages viewed, features used), error reports.
- Device Data: Device type, application IDs, operating system, hardware details.
- Location Data: Approximate location (e.g., via IP address or GPS if enabled).
*You can opt out by disabling location settings, but this may limit some Services.

We also use cookies and similar technologies (see Section 6 on Cookies below).

Information Related to Our Services

When you enquire about or engage us for any of our services, we may also collect:

- Project-related data: Project address, site plans, property details, photos or videos of the property (interior/exterior), measurements, access instructions, or site survey notes.
- Quotation/Estimation data: Property type, desired works (e.g., extension size, materials chosen), budget information, timelines.
- On-site / Contract data: Contractor access codes, key holder details, emergency contact information, health & safety information (e.g., allergies or mobility needs for safe site access).
- Special Category Data; Certain on-site data (e.g., health & safety information such as allergies or mobility needs) may include special category personal data. We only process this with your explicit consent or where otherwise permitted by law, and we apply extra safeguards.

Sources of Data

We collect data:

- Directly from you (via enquiry forms, site visits, contracts, or conversations).
- From third parties such as architects, planning consultants, local authorities (for planning applications), or subcontractors involved in your project if forwarded to us for quotation.

Information Collected from Other Sources

We may obtain limited data from public databases, marketing partners, and other third parties to enhance our records and provide relevant services/marketing.

This may include mailing addresses, email addresses, phone numbers, job titles, intent data, IP addresses, or social media profiles for targeted advertising or service improvement (where lawful).

3. HOW DO WE USE YOUR INFORMATION?

We process your information based on legitimate business interests (including recognised legitimate interests under the DUAA), performance of a contract, legal obligations, and/or your consent.

We use your personal information for the following purposes:

- Performance of a Contract: To provide and manage home building, renovation, or maintenance services, including preparing quotations, scheduling site visits, coordinating works, and delivering the completed project. This also covers processing payments, issuing invoices, and handling any warranty or aftercare claims after project completion.
- Performance of a Contract or Legitimate Interests: To conduct site surveys and assessments at the project address to advise on feasibility, planning requirements, or building regulations compliance.
- Performance of a Contract: To communicate project updates, variations, or delays directly related to the works you have requested.
- Legitimate Interests (or Recognised Legitimate Interests under the DUAA): To protect our Services (fraud monitoring, network security), enforce terms, respond to legal requests, conduct data analysis, improve our website and services, request feedback, and deliver targeted advertising (where not requiring consent).
- Consent: For marketing communications, posting testimonials, and certain non-essential cookies or uses of project photos for our portfolio.
- Legal Obligation: To comply with laws, tax/accounting requirements, or court orders. To post testimonials. We post testimonials on our website that may contain personal information. Prior to posting a testimonial, we will obtain your consent to use your name and the content of the testimonial. If you wish to update, or delete your testimonial, please contact us at info@dsmhem.co.uk and be sure to include your name, testimonial location, and contact information.
- We may carry out further compatible processing not listed here where allowed under the DUAA.

4. E-MAIL MARKETING

We may use your email address to send newsletters, promotional offers, product updates, or other marketing communications.

We will only send marketing emails if you have given **explicit consent** or you qualify for the **soft opt-in** exception under PECR (e.g., you are an existing customer who previously purchased or enquired about similar products/services, we gave you an easy opt-out at the time, and every email includes an unsubscribe link).

You can opt out or withdraw consent at any time by clicking the "unsubscribe" link in any email, replying to it, or contacting us at info@dsmhem.co.uk. We will process your request promptly.

We will not sell or share your email address with third parties for their own marketing without separate consent.

Marketing emails will clearly identify us and include our contact details. Opting out of marketing does not affect essential service communications (e.g., order confirmations).

5. WILL YOUR INFORMATION BE SHARED WITH ANYONE?

We only share information with your consent, to provide services, comply with laws, protect rights, or fulfil business obligations.

We may share your data with:

- Service providers and subcontractors (e.g., architects, tradespeople, payment processors) acting under contract to deliver your project.
- Professional advisers, local authorities (for planning or building control), or regulatory bodies where necessary.
- In the event of a business transfer (merger, acquisition, etc.).

We do not sell personal data.

6. DO WE USE COOKIES AND OTHER TRACKING TECHNOLOGY?

We use cookies and similar technologies, with some now exempt from consent under updated PECR rules (DUAA).

We use cookies, web beacons, and pixels for functionality, analytics, security, and personalisation.

- Strictly necessary cookies do not require consent.
- Certain statistical or interface customisation cookies may be used without consent under updated rules, provided we offer an easy opt-out.

- For marketing or other non-essential cookies, we seek your consent via our cookie banner.

See our separate Cookie Notice for full details.

7. HOW LONG DO WE KEEP YOUR INFORMATION?

We keep your information only as long as necessary for the purposes outlined, unless a longer period is required by law.

Retention periods are purpose-based and service-linked:

- General enquiries (no project proceeded with): 12–24 months, or until you opt out of marketing.
- Successful projects/contracts: For the duration of the contract + MHCLG requirements (15 years depending on the type of work). Including 15 years after project completion for service-related records. This may be extended where required by statutory periods for tax, accounting, or potential claims.
- Site photos or project records: 15 years for MHCLG requirements and as long as needed for warranty/defect claims, or for our portfolio/marketing where you have given consent (you can withdraw consent at any time).

When we no longer have an ongoing legitimate business need or legal obligation to process your personal information, we will delete or anonymise it securely. If immediate deletion is not possible (for example, because your information has been stored in backup archives), we will securely store it and isolate it from any further processing until deletion is possible.

8. HOW DO WE KEEP YOUR INFORMATION SAFE?

We aim to protect your personal information through a system of organisational and technical security measures.

We have implemented appropriate technical and organisational security measures. However, no electronic transmission over the Internet or information storage technology can be guaranteed to be 100% secure. Transmission of personal information to and from our website is at your own risk.

9. DO WE COLLECT INFORMATION FROM MINORS?

We do not knowingly collect data from or market to children under 18 years of age.

We apply heightened protections for children's data under the DUA. By using the Website, you confirm you are at least 18 or have parental/guardian consent for any minor's use. If we learn we have collected data from someone under 18 without appropriate consent, we will deactivate the account and delete the data promptly. Contact us at info@dsmhem.co.uk if you believe this has occurred.

10. WHAT ARE YOUR PRIVACY RIGHTS?

You have important rights under UK GDPR, including access, rectification, erasure, restriction, objection (including to marketing), and portability.

You can exercise these rights by contacting us at info@dsmhem.co.uk. We will respond within one month (extendable in complex cases).

You also have the right to:

- Withdraw consent at any time (does not affect prior processing).
- Complain directly to us using our formal complaints process.
- Lodge a complaint with the Information Commissioner’s Office (ICO) at www.ico.org.uk.

For cookies and marketing, you can manage preferences via our settings or browser controls.

11. INTERNATIONAL DATA TRANSFERS

We do not routinely transfer personal data outside the UK. Where we do, appropriate safeguards (such as the UK International Data Transfer Agreement) are in place. Contact us for more details.

12. DO WE MAKE UPDATES TO THIS NOTICE?

Yes — we update this policy as needed to reflect legal or practice changes. The “Last Updated” date will change in the document footer. Material changes may be notified via the website or direct communication. We encourage you to review this policy periodically.

13. HOW CAN YOU CONTACT US ABOUT THIS NOTICE?

Email: info@dsmhem.co.uk

Post: DSMHEM Ltd
15 Laburnum Avenue
Newbold Verdon
Leicester
LE9 9LQ

14. HOW CAN YOU REVIEW, UPDATE, OR DELETE YOUR DATA?

Contact us at info@dsmhem.co.uk or via our contact form at www.dsmhem.co.uk/get-in-touch. We will respond in accordance with UK GDPR timelines.