

Privacy Policy

Effective Date: 01/04/2022

Cutwise Flooring (“we”, “our”, or “us”) is committed to protecting the privacy of our customers and website visitors.

This Privacy Policy outlines how we collect, use, and protect your personal information when you interact with us, including through our website: www.cutwiseflooring.co.uk.

1. Information We Collect

We may collect and process the following personal data:

- Name
- Address
- Email address
- Phone number

This information is typically collected when you:

- Contact us through our website or by phone/email
- Request a quote or service
- Book or receive a service

2. How We Use Your Information

We use your personal data to:

- Contact you regarding enquiries, quotes, or bookings
- Carry out flooring services at your property
- Communicate updates or relevant information
- Maintain our customer records

We do not use your information for unsolicited marketing purposes.

3. Legal Basis for Processing

We process your personal data under the following lawful bases:

- Consent – when you voluntarily provide information (e.g., when contacting us)
- Legitimate interest – to carry out and manage our services efficiently

4. Sharing Your Information

We may share your information with the following trusted third parties:

- Google Analytics – to analyze website traffic and usage trends (anonymously)
- Checkatrade – if you engage with us via their platform
- Get On IT (Bournemouth) – our CRM provider, for securely managing job and customer data

All third-party providers are required to comply with applicable data protection laws.

5. Data Storage and Security

Your personal data is stored securely using modern security measures and is only accessible to authorized personnel.

Cutwise Flooring is the registered trading name of CWF Bournemouth LTD - Registered in England No. 13830804

carpet**flooring**vinyl**flooring**laminat**flooring**wood**flooring**contract**flooring**

www.cutwiseflooring.co.uk - **01202 524 052** - sales@cutwiseflooring.co.uk

6. Data Retention

We retain personal data for up to 6 years to comply with legal, accounting, and operational requirements, unless a longer retention period is required or permitted by law.

7. Your Rights

Under the UK GDPR, you have rights regarding your personal data, including:

- Access – request a copy of your data
- Correction – update or correct inaccurate information
- Erasure – request deletion of your data where applicable
- Objection – object to certain types of data processing

To exercise these rights, please contact us using the details below.

8. Cookies and Analytics

Our website uses cookies through Google Analytics to gather non-personal data about site usage. This helps us improve user experience. You can adjust your cookie settings via your browser.

9. Complaints

If you are not satisfied with how we handle your data, you have the right to lodge a complaint with the Information Commissioner's Office (ICO): www.ico.org.uk

10. Changes to This Policy

We may update this policy from time to time. Any significant changes will be posted on this page with a revised effective date.

11. Contact Us

If you have any questions about this Privacy Policy or wish to make a data request, please contact:

Cutwise Flooring
Email: sales@cutwiseflooring.co.uk
Phone: 01202524052
Website: www.cutwiseflooring.co.uk