

FLOOR CHAMPIONS LTD

PRIVACY POLICY

Updated for UK GDPR and Data Protection Act 2018 | 16 July 2026

Controller	Floor Champions Ltd
Website	https://floorchampions.co.uk/
Contact email	info@floorchampions.co.uk
Telephone	01245 922 202
Company number	15398040

This Privacy Policy explains how Floor Champions Ltd collects, uses, stores and protects personal data when you visit <https://floorchampions.co.uk/> (<https://floorchampions.co.uk/>), contact us, request a survey or quotation, purchase services from us, or otherwise interact with our business. It is intended to reflect the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and, where relevant to electronic marketing and cookies, the Privacy and Electronic Communications Regulations (PECR).

Throughout this policy, “we”, “us” and “our” mean Floor Champions Ltd. References to Champion Services Group have been removed. Floor Champions Ltd is treated in this policy as its own entity and data controller for the personal data it decides how and why to process.

1. About us

- Company name: Floor Champions Ltd
- Company number: 15398040
- Registered office: 2 Sturrocks, Basildon, England, SS16 4PQ
- Trading / contact address: Suite 118, Waterhouse Business Centre, 2 Cromar Way, Chelmsford, CM1 2QE
- Email: info@floorchampions.co.uk
- Telephone: 01245 922 202
- Website: <https://floorchampions.co.uk/>

If you have any questions about this policy or would like to exercise your data protection rights, please contact us using the details above.

2. Who this policy applies to

This policy applies to personal data relating to website visitors, people who contact us for information, survey or quotation requests, customers, prospective customers, suppliers, business contacts and representatives of organisations we work with.

3. The personal data we may collect

Depending on how you interact with us, we may collect and use the following categories of personal data:

- Identity and contact data, such as your name, address, email address, telephone number and business details.
- Enquiry and service data, such as the details of your flooring enquiry, property or site information relevant to the work requested, photographs or measurements you provide, and records of surveys, quotations, bookings and works carried out.
- Transaction and billing data, such as invoice details, payment status, amounts charged and other financial administration records. We do not normally store full payment card details ourselves where payments are handled by a payment provider.
- Communication data, such as messages sent by email, website forms, social media, text or telephone, and our records of those communications.
- Technical and usage data, such as IP address, browser type, device information, approximate location, referral source, pages viewed and how you use our website.
- Marketing preference data, such as whether you have asked to receive updates from us or opted out of marketing communications.
- Supplier and professional contact data, where you act on behalf of another business that supplies services to us or works with us.

We do not intend to collect special category personal data unless it is volunteered to us and is genuinely necessary for a specific issue. We ask that you do not send unnecessary sensitive personal data to us.

4. How we collect personal data

We may collect personal data directly from you, automatically through our website, and occasionally from other legitimate sources. For example:

- when you complete a contact form, request a quotation, ask for a survey or otherwise contact us;
- when you become a customer, make a payment, or correspond with us about a job;
- when you browse our website and cookies or analytics technologies collect technical information;
- from publicly available sources or from another organisation where that is relevant to a commercial relationship or project enquiry.

5. Why we use personal data and our lawful bases

Under UK data protection law, we must have a lawful basis for processing personal data. The table below summarises the main purposes for which we use personal data and the lawful bases we typically rely on.

Purpose	Examples of personal data used	Lawful basis
Responding to enquiries and arranging surveys or quotations	Identity, contact, enquiry and communication data	Legitimate interests in running and promoting our business; steps taken at your request before entering into a contract.
Providing contracted services and customer support	Identity, contact, service, communication and transaction data	Performance of a contract; legitimate interests in administering our services.
Billing, bookkeeping, tax and payment administration	Identity, contact and transaction data	Performance of a contract; compliance with legal obligations.

Purpose	Examples of personal data used	Lawful basis
Managing customer relationships, aftercare, complaints and quality assurance	Identity, contact, service and communication data	Legitimate interests in customer service, record keeping and business improvement.
Sending marketing communications	Identity, contact and marketing preference data	Consent where required by law; otherwise legitimate interests in promoting our services to relevant contacts, subject to your rights and PECR rules.
Operating, securing and improving our website	Technical and usage data	Legitimate interests in website administration, security and service improvement; consent where required for non-essential cookies.
Fraud prevention, legal claims and compliance	Any data reasonably necessary for the issue in question	Legitimate interests, compliance with legal obligations, and where relevant establishment, exercise or defence of legal claims.

6. Marketing

We may send you marketing messages about our services where you have asked to hear from us, where you are an existing customer and the law allows us to rely on the “soft opt-in”, or where we otherwise have a lawful basis to do so. You can opt out of marketing at any time by using the unsubscribe link in an email, replying to the message, or contacting us directly.

7. Who we may share personal data with

We do not sell your personal data. We may share it where reasonably necessary with:

- IT, website hosting, website support and cloud software providers;
- email, telephone, payment, bookkeeping and other business administration providers;
- professional advisers, insurers and auditors;
- contractors or specialist suppliers where this is necessary to provide requested services;
- regulators, law enforcement bodies, courts or other authorities where we are legally required or reasonably need to protect our rights.

Any third party that processes personal data on our behalf is expected to do so only on our instructions and with appropriate safeguards in place.

8. International transfers

Some of our service providers may process personal data outside the UK. Where that happens, we will seek to ensure that an appropriate safeguard is in place, such as a UK adequacy regulation, the UK International Data Transfer Agreement, the UK addendum to standard contractual clauses, or another lawful transfer mechanism recognised under UK data protection law.

9. How long we keep personal data

We will not keep personal data for longer than is necessary for the purposes for which it was collected. The exact retention period may vary depending on the context, the nature of the relationship and legal requirements. Our usual retention approach is set out below.

Category	Usual retention period
General enquiries and quotation requests that do not become customers	Up to 24 months after the last meaningful contact, unless a longer period is required to deal with a dispute or legal issue.
Customer job, invoice and payment records	Normally 6 years from the end of the relevant financial year or longer where required for legal, tax or insurance purposes.
Routine business correspondence	Usually up to 6 years where related to commercial dealings, otherwise only for as long as needed.
Marketing suppression records	As long as reasonably necessary to ensure we honour your opt-out request.
Website technical logs and analytics data	For periods set by our systems or providers, typically up to 26 months unless a shorter period is applied.
Cookie consent preferences	For as long as the consent record remains necessary to demonstrate compliance or until refreshed.

10. Your rights

Under UK data protection law, you may have the right to:

- access the personal data we hold about you;
- ask us to correct inaccurate or incomplete personal data;
- ask us to erase personal data in some circumstances;
- ask us to restrict how we use personal data in some circumstances;
- object to processing based on legitimate interests, including direct marketing;
- receive a copy of certain personal data in a portable format, where applicable;
- withdraw consent at any time where we rely on consent, without affecting the lawfulness of processing carried out before withdrawal; and
- complain to the Information Commissioner's Office (ICO) if you are unhappy with how we handle your personal data.

You can find more information about data protection rights on the ICO website at <https://ico.org.uk/> (<https://ico.org.uk/>).

11. Cookies and analytics

Our website may use cookies and similar technologies to help it function, remember preferences, understand website traffic and improve user experience. Some cookies are essential for the operation of the site, while others are optional and should only be used where valid consent has been obtained.

We may use analytics tools to understand how visitors use the website, such as which pages are visited and how people reach the site. You can control cookies through your browser settings and, where available, through the website's cookie controls.

12. Security

We take reasonable technical and organisational measures designed to protect personal data against accidental or unlawful destruction, loss, alteration, unauthorised disclosure or unauthorised access. However, no method of transmission over the internet or method of electronic storage is completely secure.

13. Third-party links

Our website may include links to third-party websites or services. We are not responsible for the privacy practices of those third parties, and we encourage you to read their privacy notices.

14. Children

Our services and website are not directed at children, and we do not knowingly collect personal data from children in the ordinary course of our business.

15. Complaints

If you have a concern about how we use your personal data, please contact us first and we will try to resolve it. You also have the right to complain to the Information Commissioner's Office. Details are available at <https://ico.org.uk/make-a-complaint/>.

16. Changes to this policy

We may update this Privacy Policy from time to time to reflect legal, technical or business developments. The latest version should be published on our website and will show the date of the most recent update.

17. Contact details

For privacy queries or rights requests, please contact:

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