

Bowler Environmental Electrical Systems Ltd is committed to protecting and respecting your privacy. This notice explains why we collect your personal information and how we use it when you engage with us.

Who we are

Bowler Environmental Electrical Systems Ltd (referred to in this document as "we", "us", "our") is the Data Controller for your personal information under the Data Protection Legislation.

Our Head Office address is:

Bowler Environmental Electrical Systems Ltd
Station Road,
Harston,
Cambs.
CB22 7QP

All data protection matters are managed at Bowler Environmental and Electrical Systems head office. Inquiries can be sent to;

solar@bowler.co.uk

We understand the importance of your personal information and are committed to meeting the requirements of the Data Protection Legislation whether that's at the start of your home buying journey or once you've moved in to your new home. To help us meet our obligations, and your expectations, we have developed this privacy notice to ensure that you are fully aware of:

- the personal information we collect about you;
- what we do with your personal information;
- what we do to keep your personal information secure; and
- the rights and choices you have over your personal information.

This notice applies to all of our personal information collection and processing activities including:

- Any interaction with our sales or customer care teams at any of our locations;
- Your use of any of our websites;
- Your interaction with our applications;
- Whenever you provide us with information or request information from us in any manner; or
- Where we capture information for third parties as part of the sales process.

Throughout this notice, where we refer to Data Protection Legislation, we mean the Data Protection Act 2018 (DPA 2018), United Kingdom General Data Protection Regulation (UK GDPR), the Privacy and

Electronic Communications (EC Directive) Regulations 2003 (PECR) and any legislation implemented in connection with this legislation.

When you are based in the EU, it also includes the EU General Data Protection Regulation (EU GDPR). This includes any replacement legislation coming into effect from time to time.

We will use your information as set out in this Privacy Notice. If we need to use your personal information for any other purpose, we will take steps to provide you with additional information and we will update this Privacy Notice.

The personal data we collect

We only collect personal information that we genuinely need to provide our services to you and in accordance with the Data Protection Legislation.

We collect information about you from multiple sources depending on the services that you are engaging with – some information is collected directly from you, some is generated when you interact with our services and, in some cases, we gather information about you from third parties.

Information we collect directly from you may include:

- Your contact details (name, email, phone numbers, address)
- Date of birth;
- Payment Information (bank or payment card information if payments are required);
- Details of your plot, selections and requirements;
- The home you currently own (if any) and its sales status;
- Any information you share in interactions with our sales or customer care team in-person, over the phone, by email, messages or via our social media presence;
- Information about your property such as meter readings;
- Details you provide to us as part of the application or other forms that we ask you to complete; or
- Engage in any consultation exercises with us in relation to any proposed new developments.

In your interactions with us we may generate information about you such as:

- Viewing / application history;
- your interests and preferences; and
- technical information such as IP address, log in information and your devices.

We may occasionally also use drones or use third parties that use drones for the purpose of, amongst others, marketing imagery or surveying the site. We will not capture your images unless we have your consent when you are not in a public space.

We collect limited technical information about your visit to our site and the use of any app's we launch, this helps us to better understand how our customers move around, and interact with, our various services.

Bowler Environmental Electrical Systems Ltd only collects Special Category information about you with your consent and when you choose to share this with us. This information will only be used to ensure that we can provide you with our services in a manner that is appropriate to you.

We may also collect or receive information about you from third party services such as:

- Property portals such as Rightmove or Zoopla . In these cases your relationship with this third party will be managed under their own Privacy Notices;
- We also collect data from social media sites (such as Meta, Twitter X, Instagram etc). To engage in two-way dialogue with you or respond to your posts. Our social media pages are monitored by a third-party company. They pass any customer queries, questions or complaints onto the most appropriate person in our team, so that we can respond accordingly.

- We may hold information about your purchase and choices you make (but we do not hold your payment card details)

Requests for additional information

Sometimes we will require you to provide further personal information. This may be if you are purchasing or thinking about purchasing a product or service that may be of interest to you.

Legal basis for use of your personal information

We consider that our legal bases for using your personal information as set out in this privacy notice are as follows:

- **Contract:** our use of your personal information is necessary to perform our obligations under any contract with you (for example, when you reserve or purchase a property from us, or to comply with the terms of use of our website which you accept by browsing our website).
- **Consent:** This is where we have asked you to provide permission to process your information for a particular purpose such as to send you marketing material. Please note, if we are relying on your Consent, you can withdraw your consent at any time by contacting us or using the opt out link in any marketing emails that we send to you.
- **Legitimate interests:** This is where we rely on our interests as a reason for processing, generally this is to provide you with the best products and service in the most secure and appropriate way.
- **Legal Obligation:** This is where we have a statutory or other legal obligation to process the information, such as for the investigation of crime
- **Vital Interests:** our use of your personal information is necessary for complying with our legal obligations (for example, for health and safety purposes); or
In relation to marketing, you can choose to unsubscribe. We will not use your information to carry out any automated profiling that could have a legal effect on you.
- If we rely on your consent to use your personal information in a particular way (for example, for marketing and targeted use of your data), but you later change your mind, you may withdraw your consent by contacting us at:
- solar@bowller.co.uk

How will we use this information?

We do not sell customers' personal information to third parties and will only use your personal information to provide you with details of our own products , other products and services related to your purchase, properties or developments which we believe will be of interest to you. In addition, we may use your information to:

- **Contact you:** If you have indicated a specific interest in a product or service, or a particular area in which we have provide products or services. We will also contact you in relation to offers and services we can provide.
- **Provide a relevant service:** If you have contacted us for a specific purpose or accessed our services by completing a website form and not opted out, we'll take into account your perceived preferences for a specific property type or location. In the event that you do not wish to receive this personalised service, you can unsubscribe from our emails.

- Tailor our service to your location: We may use IP addresses and device identifiers to identify your location. We will use this for general, depersonalised statistical purposes. We may also use this information to direct you to specific developments/properties in your area.
- Improve and promote our products, services, properties or developments: Where it is in our legitimate interests to do so, we provide information to third parties for research, market research and analytical purposes. These activities will be undertaken to help us to improve and promote our products and services and provide consumer insight. We also use personalised online advertising to tell you about products, properties or developments which we believe will be of interest to you. This means that after visiting our websites, or otherwise engaging with us, you may see advertising for our products, services, properties or developments on other third-party websites. No personal information will be publicly available (unless made publicly available by you). Please refer to our cookie notice regarding how we use information collected by cookies to target advertising. We will also use some third party data to help understand our customer data base so we can offer you appropriate products and services.

Advertising on social media and other platforms.

- We share your personal information with social media and other platforms, on the basis of our legitimate interests, so that they can show you (and others like you) adverts about us, our properties and our services, if we (and they) think you will be interested in seeing them. For example, when we use Facebook's Lookalike tools, we share your e-mail address in a protected format with Facebook so that we can create an audience of other Facebook users based on the information Facebook holds about you.
- We will use your personal information with those platforms to measure the effectiveness of, and engagement with, the advertising.
- We will also share your personal information with those platforms to try to make sure that you do not see adverts from us at a time when you are unlikely to be interested in them; usually, because you have just purchased from us. After a period of time, you may start seeing more of our adverts, in case you are thinking other products or services.
- Those platforms' use of your personal information is governed by their own privacy policies, which you should read carefully. We cannot be responsible for any personal information about you that is collected and stored by those third parties.
- We may use your social media post on our social media account page when your post has some relevance to our business and only with your permission.

How AI works with your data

Our AI systems analyse information such as your personal information. This helps us recognize patterns and make predictions. The AI does not make decisions about you without human oversight unless we clearly state otherwise.

Automated decision-making

In some cases, we use AI to make automated decisions that may have a significant effect on you (for example, detecting fraudulent transactions). When this happens:

- We explain the decision to you where possible.
- You have the right to request human review of the decision.
- You may object or provide additional information.

Your choices and rights

You can exercise your privacy rights at any time, including the right to access your data, request corrections, or object to certain types of processing (including automated decision-making). See the Your Rights section for details.

Third-party providers

We may use trusted third-party providers to supply AI tools.

How long we retain your personal data

We retain a record of your personal information in order to provide you with a high quality and consistent service and to evidence the actions we have taken on your behalf.

In line with the Data Protection Legislation we only keep your personal information for the length of time we need it to:

- Deliver our services to you;
- Meet our business needs; and
- Meet our legal obligations.

In particular:

Purchasing a product or service: If you enter into a contract with us to purchase a product or service, we will hold your information for a maximum of 30 years from the date of completion of that purchase.

Anti-money laundering: In the event that you provide us with personal information so that we can fulfil any anti-money laundering obligations, we will retain such information for a period of 7 years - this is to fulfil our legal obligations.

If you contact us:

If you get in touch regarding any of our products or the services we provide - whether we receive such contact directly from you or via a third party – we will retain your information until the earliest of:

- You request that we delete it: We will need to retain a record of your request to be deleted.
- 5 years from the date that you last made contact with us - directly or via a third-party - in relation to any of our product or service.

Who we may share your personal data with

In some circumstances we may need to share your personal data with third parties in order to:

- Provide you with the service that you have asked for
- Enhance our marketing with consent;
- Meet our legal obligations; and
- Run and manage our business.

We may share your personal information with;

- Law Enforcement or other public authorities that require us to release information.
- To any organisation where it is necessary for us to establish a legal claim or to defend ourselves against such a claim.

- Other members of our group of companies as required for them to provide you with our group products or services including delivery of your goods.
 - Our professional advisors including accountants, legal professionals or insurers.
 - Payment services providers who process payments on our behalf.
 - Service providers providing IT, know your customer or other business support services.
 - To our solicitors, your solicitors or other advisers for the purposes of progressing a sale or dealing with any issue you may have.
 - To a third party for the purposes of carrying out a survey in relation to your experience with us.
 - Providers of ancillary business support services such as Information Technology services (as a processor on our behalf).
 - Marketing service providers (as processors on our behalf) including organisations that help us communicate with you.
 - Companies that provide us with data to help tailor marketing and analyse our customer base
 - Online Advertising providers that help us in showing advertising material to you on our site, on the internet and on social media (if you are opted in to marketing).
 - Any organisation in the event of the sale, merger, reorganisation, dissolution or disposal of our business. We will inform you of any such transfer or disclosure as required by law.
 - Debt Collection Agencies.
 - Utility companies and meter reading companies
- In all cases we
- only provide the minimum personal information that each party requires to carry out their duties
 - only disclose personal information to organisations who we have a contractual relationship with or have an overriding legal requirement to hold the information

Your Rights

You have a number of Rights under the Data Protection Legislation. If you would like to exercise any of these Rights you can contact us using the contact details in the “Contact Us” Section.

Your Rights under the Data Protection Legislation are:

The right to be informed about our collection and use of personal data

You have the right to be informed about the collection and use of your personal data. This Privacy notice gives you this information.

Right to access your personal information

You have the right to access the personal information that we hold about. This is sometimes termed ‘Subject Access Request’. If we agree that we are obliged to provide personal information to you (or someone else on your behalf), we will provide it to you or them free of charge and aim to do so within 1 month from the point that we are able to confirm your identity. We may ask for proof of identity and sufficient information about your interactions with us that we can locate your personal information.

Right to correction of your personal information

If any of the personal information we hold about you is inaccurate, incomplete or out of date, you can ask us to correct it. Please contact our sales or customer care team if you need to make any updates to your personal information or circumstances.

Right to restrict processing

You have the right to ask us to restrict the processing of your personal information. For example, this may be because you have issues with the accuracy of the information we hold or the way we have processed your information. The right is not absolute and only applies in certain circumstances.

Right to erasure

You have the right to have personal information erased. This is also known as the 'right to be forgotten'. The right is not absolute and only applies in certain circumstances.

Right to portability

The right to portability gives you the right to receive personal data you have provided to us in a structured, commonly used and machine-readable format. It also gives them you the right to request that we transmit this data directly to another controller.

Right to object

You have the right to object to our processing of some or all of the personal data that we hold about you. This is an absolute right when we use your data for direct marketing but may not apply in other circumstances where we have a compelling reason to do so, for example if we have a legal obligation.

You can unsubscribe from any of our marketing communications at any time using the links in the emails that we send.

For more information about your privacy rights

The Information Commissioner's Office (ICO) regulates data protection and privacy matters in the UK. They make lots of information accessible to consumers on their website and they ensure that the registered details of all data controllers such as ourselves are available publicly. You can access the ICO's consumer information at <https://ico.org.uk/for-the-public>.

Your Right to make a complaint

You can make a complaint to the ICO at any time if you consider that our handling of your personal information is not lawful. However, we hope that you would consider raising any such complaint with us first.

Your satisfaction is extremely important to us, and we will always do our very best to solve any problems you may have.

International transfers of personal data

In some instances your personal information may be processed outside the UK and the European Economic Area. For example, we work with suppliers and partners who may make use of cloud and/or hosted technologies across multiple geographies and jurisdictions.

If and when this is the case we take steps to ensure there is an appropriate level of security so your personal information is protected in the same way as if it was being used within the UK or the EEA.

Where we need to transfer your information outside the UK or EEA we will use one of the following safeguards:

- The use of standard contractual clauses in contracts for the transfer of personal data to third countries or
- Transfers to a non-EEA country with privacy laws that give the same protection as the EEA.

How we protect your personal data

Data security is of great importance to us and to protect your information we have put in place suitable physical, electronic and managerial procedures to safeguard and secure any information that we control

At a high level we have put the below measure in place:

- Limiting access to our buildings to those that we have determined are entitled to be there;
- Implementing access controls to our information technology estate;
- Limiting the availability of personal information to those that require access to that information;
- All our employees and agents who have access to or are involved in the processing of personal information are contractually obliged to protect the confidentiality of personal information;

Our websites may include links to external websites operated by other organisations. They may collect personal information from visitors to their site. We cannot guarantee the content or privacy practices of any external websites and does not accept responsibility for those websites.

How we use Cookies

When you first visit our site, you will be asked for your permission for us to use some types of cookies.

We have separated our cookies into four categories

Strictly Necessary Cookies

These cookies will always be placed.

Strictly Necessary cookies are necessary for our website to operate and cannot be switched off. The Cookies include those that ensure our site is secure, operates as you would expect and remembers your privacy preferences.

Performance Cookies

With your permission we use Performance Cookies to measure and improve the performance of our site. These cookies help us analyse data about web page traffic and to tailor it to customer needs. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when you have visited our site and will not be able to monitor its performance.

Functional Cookies

With your permission we use functional cookies that enable this website to provide enhanced functionality and personalisation. They may be set by us or by third party providers whose services we have added to our pages. If you do not allow these cookies then some or all of these services may not function properly.

Targeting and Advertising Cookies

With your permission we utilise Third Party Marketing and Advertising Cookies – these cookies are placed by third party marketing companies (such as google) or social media companies (Such as Facebook) and are used to understand the pages that you have visited so relevant advertisements can be shown to you on these platforms and on other websites.

These cookies do not directly store your personal information but can uniquely identify your browser and device. If you do not allow these cookies you will see less targeted adverts from us. You may however see generic advertisements from or about us on Social Media or around the web.

Cookies help us provide you with a better experience, by enabling us to monitor which pages customers find useful and those which they do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. Further information can be found in our cookie information here

Changes to this Policy

We may change this Privacy Notice from time to time (for example, if the law changes). If the changes are material we will take steps to inform you via email or through our services.

How to contact us

If you would like to

- exercise one of your rights as set out above;
- have a question or a complaint about this policy;
- have a question or complaint about whether the processing of your personal information is lawful.

You can contact us using the details below:

By email: solar@bowller.co.uk

In writing: FAO Data Protection Manager

Bowler Environmental Electrical Systems Ltd

Station Road

Harston

Cambs

CB22 7QP

We will promptly and thoroughly investigate any complaint you raise. We will keep you informed of progress periodically and communicate the outcome to you without delay.

Privacy Notice updated on 30th June 2026.