

PRIVACY POLICY

APJ Builders Ltd

Last Updated: June 2026

Introduction

APJ Builders Ltd ("we", "our", "us") is committed to protecting and respecting your privacy.

This Privacy Policy explains how we collect, use, store, disclose and protect your personal information when you visit our website, contact us, request a quotation, engage our services, or otherwise interact with our business.

We process personal data in accordance with:

- UK General Data Protection Regulation (UK GDPR)
- Data Protection Act 2018
- Privacy and Electronic Communications Regulations (PECR)
- Data (Use and Access) Act 2025 where applicable

By using our website and services, you agree to the collection and use of information in accordance with this Privacy Policy.

Who We Are

APJ Builders Ltd

Barnfield House
Shripney Road
Bognor Regis
West Sussex
PO22 9NR

Email: info@apjbuilders.co.uk

Website: www.apjbuilders.co.uk

For the purposes of data protection legislation, APJ Builders Ltd is the Data Controller responsible for your personal information.

Information We Collect

We may collect and process the following information:

Personal Information

- Name
- Postal address
- Email address
- Telephone number

Project Information

- Property address
- Details of building works requested
- Survey information
- Quotations and project documentation
- Planning or construction related information provided by you

Technical Information

When you visit our website we may automatically collect:

- IP address
- Browser type and version
- Device information
- Website usage information

- Pages viewed
 - Date and time of visits
 - Referring website information
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How We Collect Your Information

We collect information when:

- You contact us by telephone
 - You email us
 - You complete a contact form on our website
 - You request a quotation
 - You engage us to provide services
 - You communicate with us through social media
 - You browse our website
 - Cookies collect information automatically
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How We Use Your Information

We may use your information to:

- Respond to enquiries
- Provide quotations
- Deliver our services
- Manage customer relationships
- Schedule appointments and site visits

- Process payments
 - Maintain business records
 - Improve our website and services
 - Meet legal and regulatory obligations
 - Prevent fraud and misuse of our services
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Lawful Basis for Processing

Under UK GDPR, we rely on one or more of the following lawful bases:

Contract

Where processing is necessary to provide services requested by you.

Legitimate Interests

For the efficient operation and development of our business, provided your rights do not override those interests.

Legal Obligation

Where processing is necessary to comply with legal or regulatory requirements.

Consent

Where required, such as for certain marketing communications or optional cookies.

You may withdraw consent at any time.

Marketing Communications

We may occasionally send information about our services where:

- You have requested information from us

- You are an existing customer and the communication relates to similar services
- You have provided consent

You may opt out of marketing communications at any time by contacting us or using any unsubscribe option provided.

Sharing Your Information

We do not sell your personal information.

We may share information with:

- Employees and contractors where necessary
- Professional advisers including accountants, solicitors and insurers
- IT support providers
- Website hosting providers
- Government bodies and regulators where legally required
- Law enforcement agencies where required by law

All third parties are required to respect the security of your personal information.

International Transfers

Where any service providers process data outside the United Kingdom, we will ensure appropriate safeguards are in place to protect your information in accordance with UK GDPR requirements.

Data Security

We take appropriate technical and organisational measures to protect your personal information from:

- Unauthorised access
- Unlawful processing
- Accidental loss
- Destruction
- Damage

These measures include secure systems, password protection, software updates and restricted access to personal information.

Data Retention

We will retain personal information only for as long as necessary to fulfil the purposes for which it was collected.

Typical retention periods may include:

General Enquiries

Up to 12 months.

Customer Records and Project Documentation

Up to 7 years following completion of works.

Financial Records

Up to 7 years to comply with HMRC requirements.

Website Analytics Data

Typically up to 26 months.

Where longer retention is required by law or for the establishment, exercise or defence of legal claims, we may retain information for longer periods.

Your Rights

Under UK GDPR you have the right to:

Access

Request a copy of the personal information we hold about you.

Rectification

Request correction of inaccurate or incomplete information.

Erase

Request deletion of your personal information where applicable.

Restriction

Request that we limit the way we process your information.

Data Portability

Request transfer of your information to another organisation where applicable.

Object

Object to certain types of processing, including direct marketing.

Withdraw Consent

Where processing is based on consent, you may withdraw that consent at any time.

To exercise any of these rights, please contact:

info@apjbuilders.co.uk

Complaints

If you have concerns about how we process your personal information, please contact us first.

APJ Builders Ltd

Email: info@apjbuilders.co.uk

We will investigate your concerns and aim to respond promptly.

If you remain dissatisfied, you have the right to lodge a complaint with the Information Commissioner's Office (ICO).

Information Commissioner's Office

Website: <https://ico.org.uk>

Telephone: 0303 123 1113

Address:

Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

We would appreciate the opportunity to address your concerns before you contact the ICO.

Cookies

Our website uses cookies to improve user experience and help us understand how visitors use our website.

Cookies are small text files stored on your device.

We may use:

Essential Cookies

Required for website functionality and security.

Analytics Cookies

Used to monitor website performance and visitor behaviour.

Preference Cookies

Used to remember your settings and preferences.

Where required by law, we will seek your consent before placing non essential cookies on your device.

You can manage or disable cookies through your browser settings.

For more information, please refer to our Cookie Policy.

Links to Other Websites

Our website may contain links to third-party websites.

We are not responsible for the privacy practices or content of external websites and recommend that you review their privacy policies before providing any personal information.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in legislation, technology or business practices.

The latest version will always be available on our website.

We encourage users to review this Privacy Policy periodically.

Contact Us

If you have any questions regarding this Privacy Policy or the way we handle your personal information, please contact:

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