

Website Privacy Policy [HRP029]

Contents

Section	Description	Page
1	Overview	1
2	What this policy applies to	2
3	Personal data we collect about you	2
4	How your personal data is collected	3
5	How and why we use your personal data	3
6	Marketing	6
7	Who we share your personal data with	7
8	How long your personal data will be kept	7
9	Transferring your personal data out of the UK	7
10	Cookies and other tracking technologies	8
11	Your rights	8
12	Keeping your personal data secure	10
13	How to complain	10
14	Changes to this privacy policy	10
15	How to contact us	10
16	Do you need extra help?	11

1. Overview

[Everlast Group | Specialist Construction and Roofing Services in the UK](#) (our website) is provided by Everlast Group Limited, including its subsidiaries in the Everlast Group ('we', 'our' or 'us'). We are the controller of personal data obtained via our website and in providing goods and services to our customers, meaning we are the organisation legally responsible for deciding how and for what purposes it is used.

We take your privacy very seriously. Please read this privacy policy carefully as it contains important information on who we are and how and why we collect, store, use and share any information relating to you (your **personal data**) in connection with your use of our website and provision of our business-to-business goods and services. It also explains your rights in relation to your personal data and how to contact us or a relevant regulator in the event you have a complaint.

We collect, use and are responsible for certain personal data about you. When we do so we are subject to the UK General Data Protection Regulation (**UK GDPR**). We are registered with the ICO as a [data controller](#) under references (Everlast (Group) Limited ZB911405, Everlast

Website Privacy Policy [HRP029]

Waterproofing Limited Z3143495, Everlast Rail Limited ZB911408, Everlast Scaffolding Limited ZB911410 and Everlast Specialist Surveys Limited ZB911416). We operate in the business to business space and generally process business information, as further detailed in this notice.

Given the nature of our website, we do not expect to collect the personal data of anyone under 13 years old. If you are under 13 you are not entitled to use this website or our goods or services.

2. What this policy applies to

This privacy policy relates to your use of our website only.

Throughout our website we may link to other websites owned and operated by certain third parties. Those third-party websites may also gather information about you in accordance with their own separate privacy policies. For privacy information relating to those third-party websites, please consult their privacy policies as appropriate.

3. Personal data we collect about you

The personal data we collect about you depends on the particular activities carried out through our website or the way in which you interact with us. We will collect and use the following personal data about you:

- your name, address and contact information, including email address and telephone number and company details, when you are one of our customers or prospective customers or if you interact with our website through the [‘Talk to us’](#) page.
- any delivery addresses specified for your order
- information to check and verify your identity
- your billing information, transaction and payment card or other payment method information
- bank account and payment details
- details of any information, feedback or other matters you give to us by phone, email, post or via social media
- your account details, such as username and login details
- your activities on, and use of, our website
- your contact history and purchase history

We collect and use this personal data for the purposes described in the section **‘How and why we use your personal data’** below.



Waterproofing



Rail



Scaffolding



Facades



Specialist
Surveys

Website Privacy Policy [HRP029]

Website Privacy Policy [HRP029]

4. How your personal data is collected

We collect personal data from you:

- directly, when you enter or send us information, such as when you contact us, interact with our website or order products from us by email, telephone or online
- indirectly, such as your browsing activity while on our website; we will usually collect information indirectly using the technologies explained in the section on **'Cookies'** below

5. How and why we use your personal data

Under data protection law, we can only use your personal data if we have a proper reason, eg:

- where you have given consent
- to comply with our legal and regulatory obligations
- for the performance of a contract with you or to take steps at your request before entering into a contract, or
- for our legitimate interests or those of a third party

A legitimate interest is when we have a business or commercial reason to use your personal data, so long as this is not overridden by your own rights and interests. We will carry out an assessment when relying on legitimate interests, to balance our interests against your own. You can obtain details of this assessment by contacting us (see **'How to contact us'** below).

The table below explains what we use your personal data for and why.

What we use your personal data for	Our reasons
Creating and managing your account with us	To perform our contract with you or to take steps at your request before entering into a contract
Providing products and services to you	To perform our contract with you or to take steps at your request before entering into a contract. This involves sharing data with trusted third parties such as suppliers or third parties engaged in connection with any project.
Conducting checks to identify you and verify your identity or to help prevent and detect fraud against you or us	To comply with our legal and regulatory obligations For our legitimate interests, ie to minimise fraud that could be damaging for you and/or us

Website Privacy Policy [HRP029]

What we use your personal data for	Our reasons
Enforcing legal rights or defend or undertake legal proceedings	<p>Depending on the circumstances:</p> <ul style="list-style-type: none"> —to comply with our legal and regulatory obligations —in other cases, for our legitimate interests, ie to protect our business, interests and rights
Customising our website and its content to your particular preferences based on a record of your selected preferences or on your use of our website	<p>Depending on the circumstances:</p> <ul style="list-style-type: none"> —your consent as gathered see 'Cookies' below —where we are not required to obtain your consent and do not do so, for our legitimate interests, ie to be as efficient as we can so we can deliver the best service to you at the best price <p>If you have provided such a consent you may withdraw it at any time <i>by contacting us</i> (see 'Contact Us' below) (this will not affect the lawfulness of our use of your personal data in reliance on that consent before it was withdrawn)</p>
Retaining and evaluating information on your recent visits to our website and how you move around different sections of our website for analytics purposes to understand how people use our website so that we can make it more intuitive or to check our website is working as intended	<p>Depending on the circumstances:</p> <ul style="list-style-type: none"> —your consent —where we are not required to obtain your consent and do not do so, for our legitimate interests, ie to be as efficient as we can so we can deliver the best service to you at the best price
Communications with you not related to marketing, including about changes to our terms or policies or changes to the products / services or other important notices	<p>Depending on the circumstances:</p> <ul style="list-style-type: none"> —to comply with our legal and regulatory obligations —in other cases, for our legitimate interests, ie to be as efficient as we can so we can deliver the best service to you at the best price
Protecting the security of systems and data used to provide the services	<p>To comply with our legal and regulatory obligations</p> <p>We may also use your personal data to ensure the security of systems and data to a standard that goes beyond our legal obligations, and in those cases our reasons are for our legitimate interests, ie to protect systems and data and to prevent and detect</p>

Website Privacy Policy [HRP029]

What we use your personal data for	Our reasons
	criminal activity that could be damaging for you and/or us
Statistical analysis to help us understand our customer base	For our legitimate interests, ie to be as efficient as we can so we can deliver the best service to you at the best price
Updating and enhancing customer records	Depending on the circumstances: —to perform our contract with you or to take steps at your request before entering into a contract —to comply with our legal and regulatory obligations —where neither of the above apply, for our legitimate interests, eg making sure that we can keep in touch with our customers about existing orders and new products
Disclosures and other activities necessary to comply with legal and regulatory obligations that apply to our business, eg to record and demonstrate evidence of your consents where relevant and to account to HMRC and other authorities required by law.	To comply with our legal and regulatory obligations
Marketing our services to existing and former customers	For our legitimate interests, ie to promote our business to existing and former customers See ' Marketing ' below for further information
To share your personal data with members of our group and third parties that will or may take control or ownership of some or all of our business (and professional advisors acting on our or their behalf) in connection with a significant corporate transaction or restructuring, including a merger, acquisition, asset sale, initial public offering or in the event of our insolvency In such cases information will be anonymised where possible and only shared where necessary	Depending on the circumstances: —to comply with our legal and regulatory obligations —in other cases, for our legitimate interests, ie to protect, realise or grow the value in our business and assets

More details about how we use your personal data and why are set out in the table below.

Website Privacy Policy [HRP029]

Purpose	Processing operation	Lawful basis relied on under the UK GDPR	Relevant categories of personal data
Communications with you not related to marketing, including about changes to our terms or policies or changes to the products, services or other important notices	Addressing and sending communications to you as required by data protection laws, ie the UK GDPR or Data Protection Act 2018	Processing is necessary for compliance with a legal obligation to which we are subject (Article 6(1)(b))	—your name, address and contact information, including email address and telephone number and company details —your account details (username)
	Addressing and sending communications to you as required by applicable law.	Processing is necessary for compliance with a legal obligation to which we are subject (Article 6(1)(b))	Name and business contact details and address
	Addressing and sending communications to you about changes to our terms or policies or changes to the products or other important notices (other than those addressed above)	Our legitimate interests (Article 6(1)(f)), which is to be as efficient as we can so we can deliver the best service to you	—your name, address and contact information, including email address and telephone number and company details —your account details (username)

We generally do not collect special category data - we operate in the B2B space in the roofing and construction sector. If we collect this it is likely to be with explicit consent unless we provide another lawful basis to you.

6. Marketing

We will use your personal data to send you updates (by email, text message, telephone or post) about **our products**, including exclusive offers, promotions or new **products or services**.

We have a legitimate interest in using your personal data for marketing purposes (see above '**How and why we use your personal data**'). This means we do not need your consent to send you marketing information. If we change our marketing approach in the future so that consent is needed, we will ask for this separately and clearly.

You have the right to opt out of receiving marketing communications at any time by contacting us at Info@everlastgroup.co.uk or clicking the '**unsubscribe/opt-out button**' in our emails.

Website Privacy Policy [HRP029]

We may ask you to confirm or update your marketing preferences if you ask us to provide further **services** in the future, or if there are changes in the law, regulation, or the structure of our business.

For more information on your right to object at any time to your personal data being used for marketing purposes, see '**Your rights**' below.

7. Who we share your personal data with

We routinely share personal data with:

- third parties we use to help deliver our products and services to you, eg sub-contractors, payment service providers, IT providers, warehouses, construction companies engaged in delivery of services under our contract, and delivery companies
- other third parties we use to help us run our business, eg marketing agencies or website hosts and website analytics providers.

We only allow those organisations to handle your personal data if we are satisfied they take appropriate measures to protect your personal data. We also impose contractual obligations on them to ensure they can only use your personal data to provide services to us and to you.

We or the third parties mentioned above occasionally also share personal data with:

- our external auditors, eg in relation to the audit of our **or their** accounts, in which case the recipient of the information will be bound by confidentiality obligations
- our and their professional advisors (such as lawyers and other advisors), in which case the recipient of the information will be bound by confidentiality obligations
- law enforcement agencies, courts, tribunals and regulatory bodies to comply with our legal and regulatory obligations
- other parties that have or may acquire control or ownership of our business (and our or their professional advisers) in connection with a significant corporate transaction or restructuring, including a merger, acquisition, asset sale, initial public offering or in the event of our insolvency—usually, information will be anonymised but this may not always be possible. The recipient of any of your personal data will be bound by confidentiality obligations.

8. How long your personal data will be kept

We will not keep your personal data for longer than we need it for the purpose for which it is used.

Different retention periods apply for different types of personal data- however we generally retain data in line with statutory limitation periods. Please contact us for more information.

If following the end of the of the relevant retention period, we will delete or anonymise your personal data.

Website Privacy Policy [HRP029]

9. Transferring your personal data out of the UK

Countries outside the UK have differing data protection laws, some of which may provide lower levels of protection of privacy.

It is sometimes necessary for us to transfer your personal data to countries outside the UK. In those cases we will comply with applicable UK laws designed to ensure the privacy of your personal data.

Under data protection laws, we can only transfer your personal data to a country outside the UK where:

- the UK government has decided the particular country ensures an adequate level of protection of personal data (known as an ‘**adequacy regulation**’) further to Article 45 of the UK GDPR. A list of countries the UK currently has adequacy regulations in relation to is available [here](#);
- there are appropriate safeguards in place, together with enforceable rights and effective legal remedies for you, or
- a specific exception applies under relevant data protection law.

10. Cookies

A cookie is a small text file which is placed onto your device (eg computer, smartphone or other electronic device) when you use our website. We use cookies on our website. These help us recognise you and your device and store some information about your preferences or past actions.

You can use our consent management platform banner on our website to view our full list of cookies, their purpose and retention period.

11. Your rights

You generally have the following rights, which you can usually exercise free of charge:

Access to a copy of your personal data	The right to be provided with a copy of your personal data A more detailed explanation of this right under UK law is available here
Correction (also known as rectification)	The right to require us to correct any mistakes in your personal data A more detailed explanation of this right under UK law is available here
Erasure (also known as the right to be forgotten)	The right to require us to delete your personal data—in certain situations A more detailed explanation of this right under UK law is available here

Website Privacy Policy [HRP029]

Restriction of use	<p>The right to require us to restrict use of your personal data in certain circumstances, eg if you contest the accuracy of the data</p> <p>A more detailed explanation of this right under UK law is available here</p>
Data portability	<p>The right to receive the personal data you provided to us, in a structured, commonly used and machine-readable format and/or transmit that data to a third party—in certain situations</p> <p>A more detailed explanation of this right under UK law is available here</p>
To object to use	<p>The right to object:</p> <ul style="list-style-type: none"> —at any time to your personal data being used for direct marketing (including profiling) —in certain other situations to our continued use of your personal data, eg where we use your personal data for our legitimate interests unless there are compelling legitimate grounds for the processing to continue or the processing is required for the establishment, exercise or defence of legal claims <p>A more detailed explanation of this right under UK law is available here</p>
Not to be subject to decisions without human involvement	<p>The right not to be subject to a decision based solely on automated processing (including profiling) that produces legal effects concerning you or similarly significantly affects you</p> <p>We do not make any such decisions based on data collected by our website</p> <p>A more detailed explanation of this right under UK law is available here</p>
The right to withdraw consents	<p>If you have provided us with a consent to use your personal data you have a right to withdraw that consent easily at any time</p> <p>Withdrawing a consent will not affect the lawfulness of our use of your personal data in reliance on that consent before it was withdrawn</p>

Website Privacy Policy [HRP029]

For further information on each of those rights, including the circumstances in which they do and do not apply, please contact us (see **'How to contact us'** below). You may also find it helpful to refer to the [guidance from the UK's Information Commissioner](#) on your rights under the UK GDPR.

If you would like to exercise any of those rights, please email, call or write to us—see below: **'How to contact us'**. When contacting us please:

- provide enough information to identify yourself and any additional identity information we may reasonably request from you, and
- let us know which right(s) you want to exercise and the information to which your request relates

12. Keeping your personal data safe

We have appropriate security measures to prevent personal data from being accidentally lost, or used or accessed unlawfully. We limit access to your personal data to those who have a genuine need to access it.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

If you want detailed information from Get Safe Online on how to protect your personal data and other information and your computers and devices against fraud, identity theft, viruses and many other online problems, please visit www.getsafeonline.org. Get Safe Online is supported by HM Government and leading businesses.

13. How to complain

Please contact us if you have any queries or concerns about our use of your personal data (see below **'How to contact us'**). We hope we will be able to resolve any issues you may have.

You also have the right to lodge a complaint with the Information Commissioner. They may be contacted using the details at <https://ico.org.uk/make-a-complaint> or by telephone: 0303 123 1113.

14. How to contact us

You can contact us by post, email or telephone if you have any questions about this privacy policy or the information we hold about you, to exercise a right under data protection law or to make a complaint, alternatively you can complete [Data Protection Complaint Form – Fill in form](#)

Our contact details are shown below:

OFFICES	CONTACT DETAILS
LEEDS HQ	EVERLAST GROUP HQ The Lock, 8 George Mann Road, Leeds, LS10 1DJ 0113 255 2739 Info@everlastgroup.co.uk

Website Privacy Policy [HRP029]

OFFICES	CONTACT DETAILS
LONDON	LONDON OFFICE 108 – 114 Golden Lane, London EC1Y 0TG 0113 255 2739 Info@everlastgroup.co.uk
SCOTLAND	SCOTLAND OFFICE Everlast Group Limited, West Bastlebog, Gavinton, Duns, TD11 3QT 0113 255 2739 Info@everlastgroup.co.uk

15. Do you need extra help?

If you would like this policy in another format (for example audio, large print, braille) please contact us (see 'How to contact us' above).

Chris Bott

Director

Issue	Date	Comments
1	June 2025	New Document
2	February 2026	Inclusion of Data Protection Complaint form