

Privacy Policy – Sel Environmental Ltd**Effective Date:** 1st January 2025

Sel Environmental Ltd (“we”, “our”, “us”) respects your privacy and is committed to protecting your personal data. This policy explains how we collect, use, and protect your information in accordance with the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**.

1. Information We Collect

We may collect:

- **Personal information** you provide (e.g. name, email address, phone number, company, and project details) through enquiry forms, email, or phone contact.
 - **Technical information** such as your IP address, browser type, pages visited, and usage data collected via cookies or analytics tools.
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2. How We Use Your Data

Your information is used to:

- Respond to enquiries and provide quotations or services.
- Improve our website, services, and customer experience.
- Comply with legal or regulatory obligations.

We do **not** sell, rent, or trade your data with third parties.

3. Legal Basis for Processing

We process personal data based on:

- **Legitimate interests** (e.g. responding to enquiries, managing business operations).
 - **Consent**, where you have explicitly agreed (e.g. for marketing communications).
 - **Legal obligations**, where required by law.
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4. Data Retention

We retain personal data only for as long as necessary to fulfil the purposes described above or as required by law.



5. Sharing Your Data

We may share data with trusted third parties who assist in running our website or business operations (e.g. IT providers, email services, analytics). These partners process data securely and only on our instructions.

6. Cookies

Our website uses cookies to:

- Ensure proper website functionality.
- Analyse traffic and improve performance.

You can manage or disable cookies via your browser settings. For more details, see our **[Cookie Policy]** (if applicable).

7. Your Rights

Under the UK GDPR, you have the right to:

- Access, correct, or delete your personal data.
- Object to or restrict certain processing.
- Withdraw consent at any time.
- Lodge a complaint with the **Information Commissioner's Office (ICO)**: www.ico.org.uk

To exercise these rights, contact us at: office@selenvironmental.com

8. Contact Details

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www.selel.co.uk