



Introduction

EcoFrame Direct Ltd ("we", "us", "our") is committed to protecting your personal data and respecting your privacy.

This Privacy Policy explains what personal information we collect, how we use it, how we store it, how long we keep it and your legal rights.

We comply with UK GDPR, the Data Protection Act 2018 and all applicable privacy laws.

Who We Are (Data Controller)

EcoFrame Direct Ltd is the data controller for data collected via contact forms, quote forms, book-a-survey forms, uploaded documents or photos, email communications and website analytics (cookies).

Installation may be carried out by approved installers, however EcoFrame Direct remains the data controller unless otherwise stated.

What Personal Data We Collect

Information you provide directly:

- Name
- Address & installation address
- Email
- Phone number
- Property details
- Uploaded drawings/photos
- Survey information
- Product preferences
- Finance interest

Automatically collected:

- IP address
- Device & browser type
- Pages visited and time on site
- Clicks and interactions

Finance:

EcoFrame Direct does not collect financial information. Finance is handled by Kanda via KP Glazing Ltd (IAR).

How We Use Your Personal Data

We use your information to:

- Provide quotations and arrange surveys
- Manage installations and customer service
- Handle finance enquiries via KP Glazing Ltd / Kanda
- Improve website performance
- Prevent fraud and abuse
- Comply with regulations including warranties, FENSA/Assure, tax and safety

Legal Basis for Processing

We rely on:

- Legitimate interests: responding to enquiries
- Contract: processing orders and installations
- Consent: marketing
- Legal obligations: warranties, records, financial compliance

Who We Share Your Data With

We share data only when necessary with:

- Approved installers
- Surveyors
- Product manufacturers
- Delivery partners
- KP Glazing Ltd (finance enquiries only)
- Kanda Finance (via KP Glazing Ltd)
- IT, hosting and analytics providers

Data is never sold.

Where Your Data is Stored

Data is stored on secure UK servers, cloud services, email systems and CRM platforms.
All providers follow GDPR compliance requirements.

How Long We Keep Your Data

- Enquiries: up to 12 months
- Quotes: up to 3 years
- Installation records: 10 years (warranty requirement)
- Finance queries: as required by Kanda/FCA rules

Your Rights

You may request:

- Access to your data
- Correction
- Deletion (unless legally required)
- Restriction of processing
- Data portability
- Withdrawal of consent

Requests: contact@ecoframedirect.co.uk

Marketing Preferences

Marketing emails are only sent if you opt in.

You may opt out at any time.

Cookies & Tracking

See the Cookie Policy for full details on cookies, tracking and analytics technologies used on our website.

Contact Us

EcoFrame Direct Ltd

Unit 13 Kelvin Way, Kelvin Business Centre, Crawley, RH10 9SF

Email: contact@ecoframedirect.co.uk

If unhappy with our handling of your data, you may complain to the ICO (Information Commissioner's Office).

