

HOMESURE 247

PRIVACY POLICY

Effective Date: 01/09/2026

Last Updated: 10/09/2026

Version: 1.0

1. ABOUT THIS PRIVACY POLICY

This Privacy Policy explains how GG MARKETING LTD, trading as **HOMESURE 247**, collects, uses, stores and protects personal information when you:

- visit or use our website at www.homesure247.co.uk;
- contact us by telephone, email or through our website;
- request information about our appliance repair and maintenance Service Plans;
- purchase or use a HOMESURE 247 Service Plan;
- arrange or receive an appliance repair service;
- communicate with our customer service, sales, verification, onboarding or welcome teams; or
- otherwise interact with us.

We respect your privacy and are committed to handling your personal information responsibly and in accordance with applicable UK data protection law.

This Privacy Policy should be read together with our **HOMESURE 247 Appliance Repair & Maintenance Service Plan Terms & Conditions** and any other notices we provide to you at the time we collect your information.

2. WHO WE ARE

For the purposes of applicable data protection law, the organisation responsible for your personal information is:

GG MARKETING LTD Trading as:	HOMESURE 247
Company Registration Number:	10429584
Registered Office:	B4 Elizabeth Court, Grove Road, Bournemouth, Dorset, England, BH1 3DR
Customer Service & Correspondence Address:	Queensgate House, 48 Queen Street, Exeter, Devon, EX4 3SR
Telephone:	0800 075 1663
Email:	hello@homesure247.co.uk
Website:	www.homesure247.co.uk

In this Privacy Policy, "HOMESURE 247", "we", "us" and "our" refer to GG MARKETING LTD trading as HOMESURE 247.

3. WHAT PERSONAL INFORMATION DO WE COLLECT?

Depending on how you interact with us, we may collect and process the following types of personal information.

3.1 Contact and identification information

This may include:

- full name;
- title;
- postal address;
- email address;
- telephone and mobile numbers;
- customer or agreement number;
- information needed to identify and administer your Service Plan.

3.2 Appliance and service information

If you become a customer or request a repair, we may collect information such as:

- appliance type;
- appliance make and model;
- appliance age;
- appliance location;
- fault or repair information;
- service history;
- engineer reports;
- repair information;
- photographs or other information provided to help assess an appliance fault;
- information relating to replacement or repair requests.

3.3 Payment and billing information

Where necessary to administer your Service Plan, we may process information relating to:

- your selected payment method;
- Direct Debit arrangements;
- payment status;
- payment history;
- failed or missed payments;
- refunds and payment disputes.

We do not intend to collect or retain full payment-card details through this website unless specifically required for a particular service and handled through an appropriate payment provider.

3.4 Communications

We may keep records of communications between you and HOMESURE 247, including:

- emails;
- telephone communications;
- customer service enquiries;
- sales and verification communications;
- onboarding and welcome communications;
- complaints;
- correspondence relating to repairs or payments.

Where calls are recorded, we will provide appropriate information about call recording at the relevant time.

3.5 Website and technical information

When you visit our website, certain technical information may be collected automatically, depending on the cookies and technologies we use.

This may include:

- IP address;
 - browser type;
 - device type;
 - operating system;
 - approximate location derived from technical information;
 - pages visited;
 - website interactions;
 - referral information;
 - date and time of visits;
 - information about how you use our website.
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4. HOW DO WE COLLECT YOUR INFORMATION?

We may collect personal information:

- directly from you;
- when you submit a website enquiry;
- when you contact us by telephone or email;
- when you request information about our Service Plans;
- when you purchase a Service Plan;
- during sales, verification, onboarding or welcome calls;
- when you request or receive an appliance repair service;
- when you make or arrange payments;
- when you make a complaint or contact customer support;
- through cookies and similar technologies used on our website; and
- from third parties where this is lawful and necessary for providing or administering our services.

Where we obtain personal information from a source other than you, we will provide the relevant privacy information required by applicable law.

5. HOW DO WE USE YOUR PERSONAL INFORMATION?

We may use your personal information for the following purposes.

5.1 Providing our services

We use your information to:

- provide information about HOMESURE 24/7 Service Plans;
- arrange and administer your Service Plan;
- verify customer information;
- arrange appliance repairs;
- arrange engineer appointments;
- communicate with you about repairs and service requests;

- administer applicable service benefits;
- arrange replacement appliances where applicable;
- provide customer support.

5.2 Managing your account and payments

We may use your information to:

- establish and maintain your customer records;
- administer monthly payments;
- establish and maintain Direct Debit arrangements;
- identify missed or failed payments;
- communicate with you about payment issues;
- process refunds where applicable;
- maintain records relating to payment disputes.

5.3 Customer communications

We may contact you about matters relating to your Service Plan, including:

- confirmation of your agreement;
- onboarding;
- welcome communications;
- appointment arrangements;
- repair updates;
- changes to your Service Plan;
- payment information;
- complaints;
- customer support;
- important information about our services.

5.4 Improving our services

We may use information to:

- monitor service quality;
- investigate complaints;
- understand customer enquiries;
- improve our website;
- improve our customer journey;
- monitor operational performance;
- maintain appropriate records.

5.5 Legal and regulatory purposes

We may process personal information where necessary to:

- comply with legal or regulatory obligations;
- establish, exercise or defend legal claims;
- prevent, detect or investigate fraud or misuse;
- enforce our contractual rights;
- maintain appropriate business and financial records;
- respond to lawful requests from competent authorities.

5.6 Marketing

Where permitted by applicable law, we may use your contact information to send information about HOMESURE 247 services, offers or related products and services.

Where consent is required for a particular form of marketing communication, we will obtain that consent before sending the relevant marketing.

You can ask us to stop sending marketing communications at any time.

You can also use any unsubscribe option provided in an electronic marketing message.

6. OUR LAWFUL BASES FOR PROCESSING

Under UK data protection law, we must have a lawful basis for processing personal information.

Depending on the circumstances, we may rely on one or more of the following lawful bases:

Contract

We may process personal information where this is necessary to enter into or perform a contract with you, including administering your HOMESURE 247 Service Plan and arranging services.

Legal obligation

We may process personal information where necessary to comply with a legal or regulatory obligation.

Legitimate interests

We may process personal information where this is necessary for our legitimate business interests and those interests are not overridden by your rights and freedoms.

Our legitimate interests may include:

- operating and managing our business;
- administering customer relationships;
- improving our services;
- maintaining appropriate records;
- preventing fraud and misuse;
- protecting our business and customers;
- managing complaints and disputes; and
- communicating with existing customers where permitted by law.

Where we rely on legitimate interests, we will consider whether the processing is necessary and proportionate and whether your interests or fundamental rights override our interests.

Consent

Where consent is the appropriate lawful basis, we will ask for your consent before carrying out the relevant processing.

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

Withdrawing consent does not affect the lawfulness of processing carried out before consent was withdrawn.

7. WHO MAY WE SHARE YOUR INFORMATION WITH?

We may share personal information where reasonably necessary for the purposes described in this Privacy Policy.

Depending on the service involved, recipients may include:

- appliance engineers and repair technicians;
- repair and service contractors;
- replacement appliance suppliers;
- payment and Direct Debit service providers;
- IT and website service providers;
- customer relationship management and communication providers;
- email and telecommunications providers;
- professional advisers, such as accountants, lawyers or auditors;
- fraud prevention or security service providers;
- regulators, government bodies, law enforcement agencies or other competent authorities where legally required; and
- other service providers who process information on our behalf.

Where we use a third-party organisation to process personal information on our behalf, we will take appropriate steps to ensure that the information is handled in accordance with applicable data protection requirements.

We do not sell your personal information to third parties.

8. INTERNATIONAL TRANSFERS

Some organisations that provide technology, communications or other services to businesses may process personal information outside the United Kingdom.

Where personal information is transferred outside the UK, we will take appropriate steps to ensure that the transfer is lawful and that appropriate safeguards are in place as required by applicable data protection law.

Where applicable, further information about relevant international transfers and safeguards can be requested by contacting us using the details in Section 18.

9. HOW LONG DO WE KEEP YOUR INFORMATION?

We retain personal information only for as long as reasonably necessary for the purposes for which it was collected, including to:

- provide and administer our services;
- maintain appropriate customer and business records;
- comply with legal, accounting and regulatory requirements;
- resolve complaints and disputes;
- establish, exercise or defend legal claims; and
- prevent fraud or misuse.

The exact retention period may vary depending on the type of information and why we hold it.

When personal information is no longer required, we will securely delete, anonymise or otherwise dispose of it in accordance with our applicable retention procedures.

10. HOW DO WE PROTECT YOUR INFORMATION?

We take reasonable technical and organisational measures designed to protect personal information against:

- unauthorised access;
- accidental loss;
- misuse;
- alteration;
- disclosure; and
- destruction.

Access to personal information is limited to people and organisations that reasonably need it for legitimate business, service or legal purposes.

However, no method of transmitting or storing information can be guaranteed to be completely secure.

11. COOKIES AND SIMILAR TECHNOLOGIES

Our website may use cookies and similar technologies.

Cookies are small files or pieces of information stored on or accessed from your device when you visit a website.

We may use cookies for purposes such as:

- enabling essential website functionality;
- remembering preferences;
- understanding how visitors use our website;
- improving website performance;
- measuring website activity; and
- supporting marketing or advertising activities where applicable.

Where applicable, non-essential cookies will only be used in accordance with applicable cookie and electronic communications requirements, including obtaining consent where required.

You may be able to control or disable cookies through your browser settings.

If our website uses a cookie consent or preference management system, you can use it to manage your preferences.

A separate **Cookie Policy** may provide further information about the specific cookies used on our website.

12. YOUR DATA PROTECTION RIGHTS

Depending on the circumstances and applicable law, you may have rights in relation to your personal information.

These may include the right to:

- request access to your personal information;
- ask us to correct inaccurate or incomplete information;
- request deletion of your personal information in certain circumstances;
- request restriction of processing in certain circumstances;
- object to certain processing;

- request portability of certain information;
- withdraw consent where we rely on consent as our lawful basis; and
- object to direct marketing.

These rights are not absolute and may not apply in every circumstance.

For example, we may need to retain certain information to comply with legal obligations or establish, exercise or defend legal claims.

Further information about individual rights is available from the Information Commissioner's Office (ICO).

13. HOW TO EXERCISE YOUR RIGHTS

If you would like to exercise a data protection right or ask a question about how we process your personal information, please contact us:

Email: hello@homesure247.co.uk

Telephone: 0800 075 1663

Post: GG MARKETING LTD
Trading as HOMESURE 247
Queensgate House
48 Queen Street
Exeter
Devon
EX4 3SR

Please provide sufficient information for us to identify you and understand your request.

We may need to verify your identity before providing personal information or making certain changes to your information.

14. DIRECT MARKETING

If you receive marketing communications from us, you can ask us to stop sending them at any time.

You can:

- use the unsubscribe facility included in an electronic marketing message;
- contact us at hello@homesure247.co.uk; or
- contact us by telephone on 0800 075 1663.

Stopping marketing communications will not necessarily stop service-related or administrative communications that we need to send to you as a customer.

For example, we may still need to contact you about your Service Plan, payments, appointments, repairs, complaints or other matters necessary to administer your agreement.

15. CHILDREN'S INFORMATION

Our website and services are intended primarily for adults.

We do not knowingly seek to collect personal information from children for marketing purposes.

If you believe that a child has provided us with personal information in circumstances where it should not have been collected, please contact us so that we can review the matter.

16. THIRD-PARTY WEBSITES

Our website may contain links to websites operated by third parties.

This Privacy Policy applies only to information processed by HOMESURE 247.

We are not responsible for the privacy practices, security or content of third-party websites.

We recommend that you read the privacy policy of any third-party website you visit.

17. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time to reflect:

- changes in our services;
- changes in how we process personal information;
- changes to technology;
- changes to legal or regulatory requirements; or
- improvements to our privacy practices.

When we make significant changes, we will take reasonable steps to bring those changes to your attention.

The latest version will be made available on our website.

The **Effective Date** and **Last Updated** date at the beginning of this Privacy Policy will indicate when the policy was most recently updated.

18. CONTACT US ABOUT PRIVACY

If you have any questions about this Privacy Policy or how HOMESURE 247 handles personal information, please contact us.

Email: hello@homesure247.co.uk
Telephone: 0800 075 1663
Post: GG MARKETING LTD
Trading as HOMESURE 247
Queensgate House
48 Queen Street
Exeter
Devon
EX4 3SR
Website: www.homesure247.co.uk

19. MAKING A COMPLAINT

We encourage you to contact us first if you have concerns about how we use your personal information so that we have an opportunity to resolve your concern.

You also have the right to complain to the **Information Commissioner's Office (ICO)** if you believe that your personal information has been handled unlawfully or that your data protection rights have not been respected.

Information about making a complaint can be found on the ICO's website.

Information Commissioner's Office

Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

ICO website: www.ico.org.uk

20. IMPORTANT INFORMATION

This Privacy Policy is intended to explain how HOMESURE 247 handles personal information in a clear and accessible way.

It does not form part of your HOMESURE 247 Service Plan Terms & Conditions unless expressly stated otherwise.

Where there is a conflict between this Privacy Policy and mandatory requirements of applicable data protection law, the applicable law will take precedence.

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