

Gower Homes Ltd Privacy Policy

1. About Us

Gower Homes Ltd is a house builder registered in England and Wales under company number 01204658. Our registered office is at 8 Temple Row, Wrexham, LL13 8LY. We are registered with the Information Commissioner's Office (ICO) under registration number ZB766300.

2. What Information We Collect

To process your reservation and manage your new home purchase, we collect and store several types of personal data:

- **Identity Data:** Name, date of birth, and copies of identification documents.
- **Contact Data:** Billing/home address, email address, and phone numbers.
- **Financial Data:** Bank details, mortgage details, proof of funds, and credit check results.
- **Property Data:** The plot number, development name, and specific property specifications.
- **Special Category Data:** Health information provided voluntarily to arrange adaptations or accessible features for your new home.

3. How We Collect Your Data

We collect your data through:

- **Direct Interactions:** Information you provide during reservations, meetings, and phone calls.
- **Third Parties:** Data provided by your estate agent, mortgage broker, solicitor, or the Help to Buy Agent.

4. How We Use Your Data

We use your personal data to fulfil our commitments to you:

- To process your home reservation and exchange contracts.
- To coordinate construction updates and snagging visits.
- To manage your after-sales care and structural warranties (e.g., NHBC).
- To comply with legal obligations (e.g., anti-money laundering checks).

5. Sharing Your Data

We only share your information with trusted third parties when necessary to complete your purchase or warranty. These include:

- **Subcontractors:** Tradespeople and utility companies completing work on your new home.
- **Solicitors and Conveyancers:** Your legal representatives.
- **Warranty Providers:** Organisations such as the NHBC.
- **Authorities:** Local councils and Land Registry.

6. Data Retention

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for. This typically means for the duration of your home warranty (usually 10 years) to assist with any structural defect claims.

7. Your Legal Rights

Under data protection law, you have the right to:

- **Access** a copy of your personal data.
- **Request correction** of incorrect or outdated data.
- **Request erasure** of your data when it is no longer necessary.
- **Object** to our processing of your data.

8. How to Contact Us

If you have any questions about this privacy notice or wish to exercise your rights, please contact our head office:

- **Email:** info@gowerhomes.co.uk
- **Phone:** 01978 291364
- **Address:** 8 Temple Row, Wrexham, LL13 8LY

9. Complaints Process

If you have any concerns or wish to make a complaint about how we are handling your personal data, we would appreciate the opportunity to resolve the issue directly with you first.

What to expect when you make a complaint:

1. **Acknowledgement:** We will acknowledge receipt of your complaint within 30 days.
2. **Investigation:** We will investigate the issue and make the appropriate enquiries without undue delay. We will keep you updated on our progress.
3. **Outcome:** We will notify you of the outcome of our investigation and any actions taken to resolve the matter.

Right to Complain to the ICO

If you are unsatisfied with our response or how we have handled your data, you have the right to lodge a complaint with the **Information Commissioner's Office (ICO)**.