

The Calls Warehouse

Privacy & Health Check Data Policy

1. About this Privacy Policy

This Privacy Policy explains how The Calls Warehouse collects, uses, shares and protects personal information. It applies to website visitors, business contacts, prospective customers, customers, supplier contacts, authorised account users, service users and people who contact us.

The Calls Warehouse mainly provides services to businesses, but business information can still include personal information, such as names, work email addresses, direct dial numbers, mobile numbers, call recordings, user details and contact history.

2. Controller details

Controller: The Calls Warehouse Ltd.

- Email: accountmanagers@thecallswarehouse.com
- Telephone: 0800 470 0144
- Address: The Junction, Merchants Quay, Salford Quays, Manchester, M50 3SG
- ICO registration number:ZA421626

3. Personal information we collect

- identity and contact details, such as name, job title, company name, email address, phone number, postal address and authorised-user status
- business account details, such as services, contract dates, service addresses, billing account numbers, customer references and support history
- communications information, such as emails, call notes, call recordings, enquiries, complaints, meeting notes and support tickets
- technical/service information, such as broadband type, phone system details, numbers, SIM details, IP/router information, fault details, service availability data and installation records
- billing and payment information, such as invoices, Direct Debit status, payment records, debt status and credit-control notes
- website and analytics information, such as IP address, device/browser type, pages viewed, referral source and cookie preferences
- Health Check information, such as current suppliers, contract dates, estimated costs, service concerns, resilience risks, business priorities and requested follow-up
- marketing preferences and engagement information, such as opt-outs, campaign responses and interest in services

4. How we collect information

- directly from customers and contacts by phone, email, web form, FLG form, meetings, documents or account activity and other sources.
- from customer representatives and authorised users
- from suppliers, network providers, mobile providers, VoIP platforms, payment providers and credit-control partners
- from public sources such as Companies House, business websites, directories, LinkedIn/company pages and other business contact sources where appropriate
- from website technologies, analytics tools and cookies
- from internal systems such as CRM, FLG, Google Workspace, Google Sheets, email, call systems, support tools and reporting dashboards

5. Why we use personal information and lawful basis

Purpose	Examples	Lawful basis
Responding to enquiries	Contact forms, callbacks, website enquiries, Health Check requests	Legitimate interests; steps before contract
Providing services	Orders, installations, support, faults, billing, account management	Contract; legitimate interests; legal obligations
Managing suppliers and networks	Passing details to broadband, mobile, VoIP, energy or other suppliers to provide or support services	Contract; legitimate interests
Billing and payment	Invoices, Direct Debit, payment chasing, credit control, debt recovery	Contract; legitimate interests; legal obligations
Security and fraud prevention	Account verification, call recording, fraud monitoring, usage restrictions	Legitimate interests; legal obligations
Marketing to business contacts	Relevant business telecoms/connectivity updates, offers, newsletters, outreach	Legitimate interests or consent where required by PECR
Website analytics and cookies	Understanding website use and improving content	Consent where required; legitimate interests for essential security/operation
Compliance and complaints	Handling complaints, audits, regulatory enquiries, legal claims	Legal obligations; legitimate interests

6. Health Check information

If you complete a Telecom Health Check, we use the information to assess telecoms, connectivity, phone system, mobile, backup/resilience, supplier and contract risks. We may use it to prepare recommendations, score priority, create or update a lead/customer record, arrange follow-up, produce a report and identify services that may be relevant to your organisation.

Health Check information may be processed through FLG, Google Workspace/Sheets, internal dashboards and email systems. It may be shared with relevant suppliers only where needed to check availability, prepare options, progress an enquiry or provide a requested service.

7. Sharing personal information

We may share personal information with:

- telecoms, broadband, mobile, VoIP, energy and other service suppliers or network providers
- IT, hosting, website, email, CRM, FLG, Google Workspace, analytics and support providers
- payment, Direct Debit, accounting, credit-control and debt-recovery providers
- professional advisers, insurers, auditors and legal advisers
- regulators, ADR schemes, law enforcement or public authorities where required
- a buyer or successor if our business or assets are sold, merged or reorganised

We do not sell personal information to advertisers.

8. International transfers

Some systems or suppliers may process information outside the UK. Where this happens, we will use appropriate safeguards required by UK data protection law, such as adequacy regulations, approved transfer mechanisms or contractual protections.

9. How long we keep information

We keep personal information only for as long as reasonably needed for the purposes described in this Privacy Policy, including service delivery, billing, support, complaints, legal, regulatory, accounting and record-keeping purposes.

We usually keep different types of information for the following working periods:

- customer account and contract records: normally up to 7 years after account closure
- billing and accounting records: normally 6 to 7 years
- call recordings: normally up to a period of 12 months unless needed for dispute, training, compliance or legal reasons
- enquiry/lead records: normally up to 12 months after last meaningful contact
- marketing suppression records: retained as needed to respect opt-outs
- website analytics/cookie data: in line with cookie settings and tool retention periods

10. Your rights

Depending on the circumstances, individuals may have rights to access, correct, delete, restrict or object to processing of their personal information, ask for portability, withdraw consent where consent is used, and complain about how their data is handled.

Requests can be sent to accountmanagers@thecallwarehouse.com. We may need to verify identity and authority before responding.

11. Marketing choices

You can opt out of marketing at any time by replying to an email, using any unsubscribe option provided, or contacting accountmanagers@thecallwarehouse.com. We may still send service, billing, contract, renewal, security and support communications where needed.

12. Data protection complaints

If you are unhappy with how we handle personal information, please contact us first so we can investigate. You may also complain to the Information Commissioner's Office. ICO can be reached via their website www.ico.org.uk. The ICO registration number for The Calls Warehouse Ltd is **ZA421626**.

13. Changes to this Privacy Policy

We may update this Privacy Policy from time to time. The latest version will be published on our website.

Telecom Health Check Data Notice

1. Purpose

This notice explains how The Calls Warehouse uses information submitted through the Telecom Health Check. It supplements the Privacy Policy.

2. What we collect

- business and contact details
- current telecoms, broadband, mobile, VoIP, energy and supplier information
- contract end dates, estimated costs and known issues where provided
- service risks such as downtime, missed calls, poor broadband, lack of backup, PSTN switch-off concerns or support problems
- follow-up preferences and notes

3. Why we use it

- to assess potential telecoms/connectivity risks, savings or improvement areas
- to prepare a Health Check outcome, recommendation or follow-up
- to create or update a lead/customer record in FLG and internal systems
- to check service availability or supplier options where relevant
- to contact the business about the Health Check and related services

4. Systems and sharing

Health Check data may be processed in FLG, Google Workspace/Sheets, internal dashboards, email, call systems and supplier portals. It may be shared with suppliers only where needed to check availability, prepare options or progress a requested enquiry.

5. Lawful basis

We usually rely on legitimate interests to respond to business enquiries and provide relevant business telecoms advice, and on steps before contract where the Health Check may lead to a quote or service order. Consent may be used for optional marketing where required.

6. Opt out and rights

You can ask us not to contact you further about the Health Check or related services by replying to our email or contacting accountmanagers@thecallswarehouse.com. Individual data protection rights are explained in the Privacy Policy.