

Privacy Policy

Last updated: March 31, 2026

We know privacy policies can be a chore to read. So we've written this one in plain English — no jargon, no waffle. If you have any questions, just get in touch.

Who we are

PlusHeat Ltd, 27 Old Gloucester Street, London, WC1N 3AX.

✉ support@plusheat.co.uk ☎ 0808 164 2892 🌐 www.plusheat.co.uk

What information we collect

When you use our website or services, we may collect:

- Your name, email address, phone number and home address
- Payment and billing information
- Details of the products or services you've enquired about or purchased
- How you use our website (pages visited, time spent, device type, IP address)
- Records of conversations with our customer support team, including AI chat tools

How we use your information

We use your information to:

- **Deliver our services** — process your orders, manage your account, and keep things running smoothly
- **Stay in touch** — send you booking confirmations, service updates and important notices
- **Personalise your experience** — show you relevant products and offers based on your history with us
- **Power our AI tools** — use smart technology to answer your questions faster, make helpful recommendations, and improve our customer support (more on this below)
- **Improve what we do** — analyse how our website and services are used so we can make them better
- **Meet our legal obligations** — keep records we're required to keep by law

We'll only send you marketing emails if you've opted in, and you can unsubscribe at any time.

How we use AI

We use AI-powered tools to make your experience with PlusHeat faster and more helpful. This includes:

- **Chat assistants** that can answer questions and help you find the right product or service
- **Smart recommendations** based on your preferences and history
- **Automated messages** personalised to your situation
- **Service improvements** by analysing customer interactions (using anonymised data where possible)

Important: We don't sell your data to AI companies, and we won't use it to train third-party AI models without your explicit permission.

In some cases, AI may assist in making automated decisions — for example, tailoring an offer to you. If an AI-assisted decision significantly affects you, you have the right to ask for a human to review it. Just contact us.

Cookies

We use cookies to keep the website working properly and to understand how people use it. You can control cookies through your browser settings, though switching some off may affect how the site works. For full details, see our Cookie Policy.

Who we share your data with

We only share your data when necessary:

- Service providers who help us run our business (e.g. IT, AI tools, communications platforms) — they're only allowed to use your data on our behalf
- Legal authorities if we're required to by law
- A new owner if PlusHeat is ever sold or merged — we'll notify you if this happens

We never sell your personal data.

Keeping your data safe

We take reasonable technical and organisational steps to protect your data. No system is completely foolproof, but we take this seriously and review our security practices regularly.

How long we keep your data

We keep your data for as long as needed to provide our services or meet legal requirements. When it's no longer needed, we delete or anonymise it.

Your rights

You're in control of your data. You have the right to:

- See what data we hold about you
- Correct anything that's wrong
- Delete your data (in most circumstances)
- Object to how we use it, including AI-based profiling
- Ask for a human review of any automated decision that affects you
- Take your data elsewhere in a portable format

To exercise any of these rights, email us at support@plusheat.co.uk. You can also raise a concern with the **Information Commissioner's Office (ICO)** at www.ico.org.uk.

Changes to this policy

If we make significant changes, we'll let you know by email or a notice on our website before they take effect.

Questions?

We're happy to help.

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