



Privacy Policy

Your privacy is extremely important to us. This policy explains what personal information we have, how we use it and how you can check and update any of your personal information. For the purposes of this Privacy Policy, “we” means Direct Line Communications Limited.

Why do we collect your personal information?

We collect information to help manage your account:

To deliver products and services relevant to you.

To improve our products and services and develop new ones.

And to update you about network outages or issues which help you run and grow your business.

We also collect information so we can tell you about our products and services, other companies' products and services, usually through our quarterly newsletter. The law also requires us to keep some information. Occasionally this information is anonymised so you can't be identified.

The type of Information we have

The information we have about you includes things like who you are, how you use your products and services, where you use our network services, and how you pay for your services.

Who you are includes:

Your name, address, phone numbers.

Your bank details and other payment information.

Where do we get your information?

We collect information mainly when you sign up with us, contact us and when you use our products and services.

For example, when you:

Get in touch with us to ask something.

Buy from us – whether it's online, over the phone or face to face else.

Make changes to, or close your account.



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Use any of our networks – mobile, wifi or other products and services.

Sign up for a service with us that means we need to check with credit reference and fraud prevention agencies.

Apply for a job with us.

If we need to conduct a credit check, we will receive information from credit reference agencies.

How we use your information

We use and analyse your information to keep in touch with you and to supply and improve our products and services. We will also use your information to tell you about products and services that we think may interest you. Sometimes we'll combine and anonymise this information so you won't be identified.

In particular, this means using your information to:

Manage your account and help you to manage your account.

Sort out a payment, put your order through our system or send you an order.

Get in touch with you (e.g. if we need to tell you about any problems with a service).

Look at markets, write reports or carry out research and number crunching. Keep things secure and prevent crime and fraud.

Manage our network and your use of our network.

Look into any complaints or questions you may raise.

Check whether you qualify for credit. This is so we can assess and decide on whether we can give you credit, credit-related services, other similar facilities or maintenance support. As part of this we may also need to check the financial status of Directors and Partners connected to you). Trace and recover debts, manage credit, detect and prevent fraud and money laundering.

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Recover any money you might owe us.

Assign your debt to permitted third parties and look after any credit you might have.

Or to:

Tell you if we've changed the way a service works, or tell you about a new service that we think may interest you as products evolve.

Check what you're interested in, so we can offer (and develop) relevant products and services.

Improve our (and third-party partner) products and services and develop new ones.

Send you information about our products and services (or those from selected third parties we think you'd be interested in) by phone, post, email, text, online banner advertising, or other ways. For some of this marketing activity we need your consent and, in those circumstances, we will only send you messages if you have asked to receive them. You can check and update your current preferences at any time by emailing sales@dlc.co.uk.

Tell you about products and services from other companies we think you'd be interested in. We are allowed to use your information in these ways and share the information as described below.

How we share your information

About the purposes described above, we may share your information with others. This might mean sharing your information with:

Our partner companies or agencies and their sub-contractors or prospective partners who help us run our services, for example our **billing**.

Credit reference and fraud prevention agencies. When we check your credit score with a credit reference agency, the fact that we have requested that search will also be recorded by the credit reference agency. We share information with credit reference agencies on payment performance on an ongoing basis and this information could be used by us and third parties to make future credit assessment decisions.

We might also share your information:

With any public authority or law enforcement agency (if they ask for it).

To comply with law or regulations, or for possible legal proceedings.

If you give us personal information that's wrong or we find out (or think) you're responsible for fraud. In these circumstances we might share your information with

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third parties such as law enforcement agencies, credit reference agencies and other affected third parties.

If one of our partners who are processing information for us are compelled to do so by law.

If there's an emergency and we think you or other people are at risk.

Why we keep hold of your information

There are certain reasons we have to keep hold of your information.

We keep information while you're our customer or after you've left us, but only as long as we need it for the purposes described above. How long we keep it depends very much on the type of information and purpose.

For example, we might need to sort out disagreements, stop fraud and abuse, prove that you had an account with us or follow our legal obligations. Or the police may need it as evidence. We may also keep information about how you use our products or services.

In each case, the length of time that we need to keep the information may be different, but we will only keep the information for as long as we need it.

Your rights

You have several legal rights in relation to the information that we hold about you, including:

The right to request details of the information we have about you. There are a couple of ways to do this and some requests must be in writing for legal reasons.

The right to withdraw your consent to the use of your information where we are relying on that consent (for example, you can opt out of receiving marketing messages from us). Please note that we may still be entitled to process your information if we have another legitimate reason (other than consent) for doing so.

In some circumstances, you have the right to receive some of your information in a usable format and/or request we transmit that data to a third party such our billing provider where this is technically feasible. Please note that this right only applies to information which you have provided to us.

The right to ask that we update your information if it is inaccurate or incomplete.

The right to ask that we erase your information in certain circumstances. Please note that there may be circumstances where you ask us to erase your information but we are legally entitled to retain it.



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The right to request that we restrict the processing of your information in certain circumstances. Again, there may be circumstances where you ask us to restrict the processing of your information, but we are legally entitled to refuse that request.

The right to make a complaint with the Information Commissioner www.ico.org.uk if you think we have infringed your rights.

Other Important things to know

Communicating over the internet:

Please remember, any emails or other communications you send over the internet aren't safe unless they've been encrypted. They might go through a few countries before they get to your friend who lives around the corner. Unfortunately, that's the nature of the internet.

If someone gets into your emails without your permission, or your personal information is shared publicly, we can't accept responsibility. It is out of our control.

We use Office 365 so please see their Privacy Policy below:

<https://products.office.com/en-gb/business/office-365-trust-center-privacy>