

	Links Energy Ltd 179 Linacre Road, Litherland Liverpool, L21 8JS	Policy	Privacy
		Version	1.2
		Issue date	22/10/26
		Effective	22/10/26
	PRIVACY POLICY		

Links Energy Ltd (company number 08741095) is the controller for personal information used in our services, website and customer communications.

Contact: info@kcglinks.com | **0151 272 0454**

Registered office: 179 Linacre Road, Litherland, Merseyside, England, L21 8JS.

Information we collect

We collect contact, property and installation details, survey photographs, quotations, contracts, payment records, correspondence and website/device information, including submissions through our **solar estimate, complaint and feedback forms**. Sources include you, representatives, referral or installation partners and industry bodies; we identify other sources when contacting you. Missing essential details may prevent us quoting, delivering work or completing registrations.

How and why we use information

Enquiries, quotes, requested finance introductions, installations, payment and aftercare: steps you request before a contract or performance of our contract. **Statutory records and reporting:** legal obligations. **Business relationships, feedback, quality, complaints, fraud prevention and legal claims:** legitimate interests, balanced against your rights. Certification and warranties rely on contract, legal obligation or legitimate interests, as applicable. **Marketing:** consent where required, or permitted existing-customer arrangements with an opt-out. Submitting a form is not marketing consent.

Sharing information and international access

Where needed, we share information with authorised staff and administration support, installers, subcontractors, website/form and IT providers, payment providers, advisers, network operators, certification and consumer-protection bodies, manufacturers and warranty providers. We may lawfully disclose relevant records to regulators or dispute-resolution bodies.

For requested finance introductions, relevant contact, property and quotation details may be shared with **Hometree Finance (a trading name of HTG Finance Limited)** or **Phoenix Financial Consultants Limited**. We identify the provider at referral and limit sharing to necessary information. Providers and lenders explain their own processing, assessments and credit checks in their privacy information.

Our policy requires proportionate security, confidentiality and restricted access. Services and authorised support may process information outside the UK, including in the Philippines. Restricted transfers require a lawful UK mechanism, such as adequacy regulations or appropriate contractual safeguards and assessments. Contact us for relevant countries, arrangements and copies of safeguards.

How long we retain information

Retention depends on the record: enquiries while necessary follow-up remains active; installation records for contract, certification and warranty needs; accounting records for statutory duties; and complaints for resolution and applicable legal-claim needs. We review continuing need, then delete or anonymise records when these purposes end. Minimal opt-out records may be retained.

Cookies and online forms

Our website and linked forms may use essential, analytics or marketing technologies. Where consent is required, optional technologies must remain inactive until you opt in. Use website cookie controls to manage or withdraw available choices; browser controls also apply. Contact us for technology, provider and retention details. Third-party form services may provide their own privacy information.

Your rights and privacy concerns

Subject to legal conditions, you may request access, correction, deletion, restriction or portability, and withdraw consent without affecting earlier lawful processing. We normally respond within one month and explain any identity checks or lawful extension.

You may object to direct marketing at any time, and to processing based on legitimate interests for reasons relating to your circumstances. Contact us or use an unsubscribe link.

Contact us with privacy concerns. We acknowledge complaints within 24 hours, investigate without undue delay and explain the outcome. You may also complain to the ICO: ico.org.uk/make-a-complaint | 0303 123 1113.