



MIDSUMMER

Delivering tomorrow's energy

MID035

Privacy Policy

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Introduction

This privacy policy sets out how Midsummer Energy Ltd uses and protects information you provide when using our websites and services. These websites and services include:

- midsummerwholesale.co.uk
- midsummerenergy.co.uk
- midsummer.uk
- midsummer.ie
- easy-pv.co.uk
- easy-pv.com
- easy-pv.ie
- heatpunk.co.uk
- Shrunken Punk
- Speedy PV

About us

Midsummer Energy Ltd is a company registered in England and Wales (company number: 07427197), whose registered office address is at Midsummer Energy Ltd, Cambridge Road Industrial Estate, Milton, United Kingdom, CB24 6AZ. For the purposes of the General Data Protection Regulation (the “GDPR”), Midsummer Energy is the controller in relation to your data.

Midsummer Energy Ltd is committed to ensuring that your privacy and data are protected. Any information you provide while using these websites will be used in accordance with this statement.

Midsummer Energy Ltd may occasionally make changes to this statement. Please check back now and then to make sure you are happy with our policy.

Definitions

- Us, we, our: Midsummer Energy Ltd
- You, your: An individual who visits one of our websites or uses our services in another way

- Easy PV: Our solar PV design management tool, accessed through the websites easy-pv.co.uk, easy-pv.com and easy-pv.ie.
- Speedy PV: Our solar PV instant estimation tool which can be accessed via our websites or via third party websites where the tool has been embedded
- Heatpunk: Our heat loss calculation tool to help with designs, quotes and purchasing. Accessed through the websites heatpunk.co.uk and heatpunk.com
- Shrunk Punk: Our heat pump lead generation tool which can be accessed via our websites or via third party websites where the tool has been embedded

Data we collect

In the course of using our websites, we may ask for information in order to provide you services.

This may include:

- Full name
- Address
- Contact details, including telephone number and email address
- Details about your company, including company name, address, phone number, and a description of your business
- You also have the option of providing further company details on Easy PV, including company logo and accreditation
- Curriculum Vitae for job applications

In the case of Easy PV and Heatpunk, we also collect content that you upload or create in the process of designing solar PV or heat pump systems. This may include, amongst other information, the names, addresses and contact details of your customers for whom you are designing the system.

In the case of our instant estimation tools, Speedy PV and Shrunk Punk, we also collect any information you submit while using these tools. This may include, amongst other information, your name, address, email address, phone number and information about your property.

How do we use your personal data?

We collect data in order to provide services you have requested, such as

- purchasing items from one of our webshops
- creating solar PV designs using Easy PV
- creating heat pump designs using Heatpunk
- facilitating solar or heat pump quotes via our Service Provider(s) where these have been requested via the use of Speedy PV or Shrunk Punk tools
- applying for a job with us

In general we use data to streamline these services as much as possible for you, and to manage our relationship with you. Once you have shared information with us, we may use this information for marketing purposes. For job applicants, we will only use your information in the course of processing your application.

We may call to confirm your details or requirements and we may use your data to connect you with relevant Service Providers. We maintain commercial relationships with our Service Providers and this means that we may receive payment when we share information that you provide to us with our Service Provider(s) in order to allow them to offer you a quote or information for the product or service that you have requested.

How long do we retain this information?

We may retain information you provide us indefinitely, unless legal requirements dictate otherwise or you request that we remove it.

Who do we share your information with?

In the course of providing our services to you, we may need to share your information with some third parties. These include logistics companies, payment services and service providers (where we are facilitating you receiving solar or heat pump quotes from solar PV and heat pump installation companies).

We may also share your information with fraud prevention and credit reference agencies. In some circumstances, we may share your information with our legal and professional advisors, including accountants and auditors.

We may also provide your information to government bodies to comply with legal obligations and requirements. In the event that Midsummer Energy Ltd is acquired by or merged with another company, we will necessarily pass all our data on to the acquirer, who will then be bound by this Privacy Policy. You will be notified of such an event, either by email or notice on our websites.

Cookies

Cookies are small files placed on your computer when you visit one of our websites. Our websites each use a single cookie, used to identify you when you visit that site. This cookie allows you to stay logged in to our websites as you navigate them, or between visits. It also enables essential continuity, such as items staying in your shopping cart as you navigate our websites. These cookies do not give us access to your computer, or to any information about you that you haven't provided on our websites.

Links to other websites

Our websites contain links to other websites owned and maintained by third parties. Once you follow these links to other sites, we do not have any control over information you provide on those websites. You should exercise caution and view the privacy policies of those sites.

Legal Grounds

This Privacy Policy sets out (above) how we use your data. Under the GDPR, controllers must have a valid lawful basis for each processing activity that they undertake. This section sets out our lawful basis for each activity.

Activity	Lawful Basis under GDPR	Your Rights
Connecting you with relevant service providers	Consent	Withdraw your consent, as explained in the 'Your options' section.
To call you to confirm details	Consent	Withdraw your consent, as explained in the 'Your options' section.

To call you to book an appointment	Consent	Withdraw your consent, as explained in the 'Your options' section.
To email, SMS message and phone you with more information about the products or services that you have shown an interest in	Consent	Withdraw your consent, as explained in the 'Your options' section.
To email, SMS message and phone you with more information about products or services that are relevant to you	Legitimate interest	To contact us if you think we have mistakenly contacted you under the grounds of legitimate interest.

Your options

You may block our use of cookies in your browser settings.

Under GDPR, your rights allow you to, amongst other things, withdraw your consent for any or all of the processing activities outlined above or to request that we delete, rectify, or supply you with the information we retain about you. Please write to trade@midsummerenergy.co.uk to request any of the above.

Please bear in mind that information you provide us may be integral to our services, and we may not be able to provide our services to you without it. For full information about your rights, see ico.org.uk.