Website Privacy Policy

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Table of Contents

1 Introduction 3
2 Data We Collect 4
3 How We Use Your Data 5
4 Data Sharing & Retention 6
5 Your Rights & Contact 7

1 Introduction

Privacy Policy

Metcor Group is committed to protecting the privacy and security of all individuals who visit and interact with our website at metcor.co.uk. This Privacy Policy explains how we collect, use, store, and share your personal data, and sets out your rights under applicable UK data protection law, including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

By using our website, you acknowledge that you have read and understood this policy. We encourage all visitors to review this document carefully. If you do not agree with any aspect of this policy, please discontinue use of the website.

Who We Are

Metcor is an environmental services organisation based in the United Kingdom. For the purposes of data protection law, Metcor acts as the **data controller** in respect of personal data collected through metcor.co.uk. This means we are responsible for deciding how and why your personal data is processed.

If you have any questions about this Privacy Policy or how we handle your personal data, you may contact us using the details provided in the Contact section of this document.

Scope of This Policy

This policy applies solely to data collected through the metcor.co.uk website. It does not apply to data collected through other means, such as direct client contracts, telephone enquiries handled outside of the website, or third-party platforms. Where we link to external websites, we are not responsible for the privacy practices of those sites, and we recommend reviewing their respective privacy policies.

We may update this Privacy Policy from time to time to reflect changes in our practices or legal obligations. Any updates will be published on this page, and where appropriate, we will notify users of significant changes. The date of the most recent revision will be clearly indicated at the top of this policy.

2 Data We Collect

Data We Collect

When you visit or interact with metcor.co.uk, we may collect a range of personal and non-personal data depending on how you engage with the site. This section outlines the categories of data we collect and the circumstances in which collection occurs.

Information You Provide Directly

We collect personal data that you voluntarily submit to us through the website. This may include:

- **Contact form submissions** – your name, email address, telephone number, and the content of your message.
- **Enquiry or quote requests** – details relevant to your project or service requirements, which may include your organisation name and location.
- **Newsletter or mailing list sign-ups** – your name and email address. You are not obligated to provide this information, but failure to do so may mean we are unable to respond to your enquiry or provide the service you have requested.

Information Collected Automatically

When you browse metcor.co.uk, certain technical data is collected automatically through cookies and similar tracking technologies. This may include:

- Your IP address and approximate geographic location
- Browser type and version
- Device type and operating system
- Pages visited, time spent on pages, and navigation paths
- Referring website or search terms used to reach our site This data is collected primarily for analytical purposes, helping us to understand how visitors use our website and to improve its performance and content.

Cookies

Our website uses cookies — small text files stored on your device — to support site functionality and gather usage analytics. We use both essential cookies, which are necessary for the website to operate correctly, and optional analytics cookies, which require your consent. You will be presented with a cookie preference option upon your first visit to the site.

> You may withdraw consent for non-essential cookies at any time by adjusting your browser settings or revisiting our cookie preferences tool.

We do not collect any special category data (such as health, ethnicity, or biometric data) through this website.

3 How We Use Your Data

How We Use Your Data

Metcor processes personal data collected through metcor.co.uk only for clearly defined and lawful purposes. We do not use your data in ways that are incompatible with the reason it was originally collected.

Purposes of Processing

The personal data we collect is used for the following purposes:

- **Responding to enquiries** – to communicate with you in response to contact form submissions, quote requests, or other direct messages.
- **Service delivery** – to facilitate the provision of environmental services where you have engaged with us through the website.
- **Website analytics** – to monitor and analyse website traffic and user behaviour, enabling us to improve the performance and usability of the site.
- **Marketing communications** – where you have explicitly opted in, to send relevant updates, news, or information about our services.
- **Legal and compliance obligations** – to meet our obligations under applicable UK law and regulation.

Lawful Basis for Processing

Under the UK GDPR, we are required to identify a lawful basis for each type of processing activity. The lawful bases we rely upon are as follows:

- **Legitimate interests** – for processing enquiry data and website analytics, where our interest in operating and improving our business does not override your rights.
- **Consent** – for optional cookies and marketing communications. You may withdraw consent at any time without affecting the lawfulness of prior processing.
- **Legal obligation** – where processing is necessary to comply with a legal duty to which Metcor is subject.
- **Contract** – where processing is necessary to take steps at your request prior to entering into a contract, or to fulfil a contract with you. We do not use automated decision-making or profiling in connection with data collected through this website. Your data will not be sold to third parties under any circumstances.

4 Data Sharing & Retention

Data Sharing & Retention

Metcor takes a cautious and considered approach to sharing personal data. We do not disclose your information to third parties except where it is necessary, lawful, and proportionate to do so.

When We Share Data

We may share your personal data with the following categories of third parties:

- **IT and website service providers** – including hosting providers and website platform operators who support the operation of metcor.co.uk. These parties act as data processors on our behalf and are contractually obligated to handle data securely and only as instructed.
- **Analytics providers** – such as Google Analytics, used to help us understand website usage. Where such tools are used, data is anonymised or pseudonymised where possible.
- **Legal and regulatory authorities** – where we are required to disclose data by law, court order, or regulatory obligation. We do not transfer your personal data outside of the United Kingdom or European Economic Area unless appropriate safeguards are in place in accordance with UK GDPR requirements.

How Long We Retain Your Data

We retain personal data only for as long as is necessary to fulfil the purpose for which it was collected, or as required by law. Our general retention guidelines are as follows:

- **Enquiry and contact form data** – retained for up to **12 months** from the date of last contact, after which it is securely deleted unless an ongoing business relationship has been established.
- **Analytics data** – typically retained for up to **26 months** in line with standard analytics platform configurations, before being anonymised or deleted.
- **Marketing contact data** – retained until you withdraw consent or unsubscribe, after which it is promptly removed from our mailing lists.

> Once data is no longer required, it is securely deleted or anonymised in accordance with our internal data management procedures.

Where a business relationship is established following an initial website enquiry, data retention will be governed by the applicable contract and our broader data protection policies.

5 Your Rights & Contact

Your Rights & Contact

Under UK data protection law, you have a number of rights in relation to your personal data. Metcor is committed to upholding these rights and will respond to all valid requests promptly and in accordance with our legal obligations.

Your Data Subject Rights

As a data subject, you have the right to:

- **Access** – request a copy of the personal data we hold about you (known as a Subject Access Request).
- **Rectification** – request that inaccurate or incomplete data is corrected.
- **Erasure** – request that your personal data is deleted, where there is no compelling reason for its continued processing.
- **Restriction** – request that we limit the processing of your data in certain circumstances.
- **Objection** – object to processing based on legitimate interests or for direct marketing purposes.
- **Data portability** – receive your data in a structured, machine-readable format where processing is based on consent or contract.
- **Withdraw consent** – where processing is based on consent, you may withdraw it at any time without affecting prior lawful processing. To exercise any of these rights, please contact us using the details below. We will respond within **one calendar month** of receiving your request. In complex cases, this period may be extended by a further two months, and we will inform you accordingly.

How to Contact Us

If you have any questions, concerns, or requests relating to this Privacy Policy or the way in which Metcor processes your personal data, please contact us at:

Metcor Group

Email: office@metcor.co.uk

Website: metcor.co.uk

Right to Complain

If you are not satisfied with how we have handled your personal data, you have the right to lodge a complaint with the **Information Commissioner's Office (ICO)**, the UK's independent data protection authority.

ICO Website: ico.org.uk

ICO Helpline: 0303 123 1113

We would, however, appreciate the opportunity to address your concerns directly before you approach the ICO, and encourage you to contact us in the first instance.