Group Privacy Policy

Introduction

The 4i Group is committed to protecting the privacy, security and confidentiality of personal information. This Privacy Policy explains how the Group collects, uses, stores, shares and protects personal data when individuals engage with the Group, use its services, visit its websites, communicate with its businesses or otherwise interact with its operations. The Group processes personal data in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and the Privacy and Electronic Communications Regulations (PECR).

The 4i Group includes:

- 4i Synergy Ltd
- 4i Water Services Ltd
- 4i Pumping Services Ltd
- 4i Mechanical Services Ltd
- 4i Civils & Groundworks Ltd
- 4i Fire Safety

Each company acts as a Data Controller in respect of the personal data processed for its own business purposes and may share information within the Group where necessary for administrative, operational, commercial, legal and regulatory purposes.

The following Group companies are registered with the Information Commissioner's Office (ICO):

- 4i Water Services Ltd – Registration Number ZA392890
- 4i Mechanical Services Ltd – Registration Number ZB380600
- 4i Pumping Services Ltd – Registration Number ZC039332
- 4i Civils & Groundworks Ltd – Registration Number ZC251222

4i Synergy Ltd is the Group holding company and does not undertake trading activities. 4i Fire Safety is currently dormant and does not undertake trading activities. Any personal data processed by these entities is handled in accordance with applicable UK data protection legislation.

Information We Collect

The Group collects personal information necessary for the operation of its business activities and the delivery of its services. Depending on the nature of the relationship, this includes names, job titles, employer details, postal addresses, email addresses, telephone numbers, financial and transactional information, records of communications, training and competency information, recruitment information, identification documentation and records required to meet contractual, legal or regulatory obligations.

The Group also collects technical and usage information relating to its websites, digital services and online communications. This includes IP addresses, browser type, operating system information, device identifiers, website activity, referral sources and interactions with digital content.

Where CCTV systems are operated, images are collected and processed for the purposes of security, crime prevention, incident investigation, asset protection and the safety of employees, contractors, visitors and members of the public.

Each company within the Group is responsible for ensuring compliance with this policy.

How Information is Collected

Personal information is collected directly from individuals through contractual arrangements, enquiries, purchases, service delivery activities, recruitment processes, customer and supplier onboarding, training activities, website forms, email correspondence, telephone conversations and other routine business interactions.

The Group also obtains information from publicly available sources, professional networking platforms, referees, regulatory bodies, customers, suppliers and other third parties where this is lawful, necessary and proportionate for a legitimate business purpose.

How We Use Personal Information

The Group uses personal information to deliver services, manage contractual relationships, administer customer and supplier accounts, process payments, support recruitment activities, maintain employment records, manage training and competency requirements, fulfil health and safety obligations, investigate incidents, respond to enquiries, administer insurance matters, comply with legal obligations and protect the legitimate interests of the business.

Personal information is also used to improve services, monitor website performance, evaluate the effectiveness of marketing activities, understand customer requirements, identify business opportunities and support the development and growth of the Group's businesses.

The Group processes personal information only where a lawful basis exists under UK data protection legislation, including the performance of a contract, compliance with legal obligations, protection of vital interests, legitimate business interests or an individual's consent.

Marketing, Analytics & Digital Technologies

The Group uses Google Analytics, Google Ads, Lead Forensics, social media platforms such as LinkedIn and Microsoft 365 technologies to understand website performance, analyse visitor behaviour, assess marketing effectiveness, improve user experience, identify business opportunities and support business development activities.

These technologies collect information relating to website visits and digital interactions, including IP addresses, browser information, device information, website usage data, advertising interactions and referral information. This information assists the Group in understanding how its websites and services are used and in improving digital content, communications and customer engagement.

The Group uses Lead Forensics to identify organisations that have visited its websites and to better understand interest in its services. The information obtained through these services is used for legitimate business development and marketing purposes. The Group does not use these technologies to identify individual website users beyond what is permitted by law.

Where required by law, consent is obtained before non-essential cookies, analytics technologies or advertising technologies are deployed. Individuals can manage cookie settings through their browser preferences and website consent tools.

4i Synergy Limited (10782086) | 4i Water Services Ltd (04391787) | 4i Pumping Services Limited (12290866) |
4i Civils & Groundworks Ltd (17017726) | 4i Mechanical Services Ltd (13341005) | 4i Fire Safety | Tel: +44 (0) 1359 242000
Headquarters: Unit 17 Woolpit Business Park, Woolpit, Bury St Edmunds. IP30 9UP

Sharing of Personal Information

The Group does not sell personal information.

Personal information is disclosed only where necessary to operate the business, fulfil contractual obligations, comply with legal requirements or protect legitimate interests. Recipients include professional advisers, insurers, auditors, training providers, information technology providers, cloud service providers, payment processors, regulatory authorities, law enforcement agencies and other organisations providing services to the Group.

Personal information is shared between companies within the 4i Group where necessary to support service delivery, customer management, business administration, financial management, health and safety management, legal compliance and group governance activities.

All organisations processing personal information on behalf of the Group are required to maintain appropriate security measures and comply with applicable data protection legislation.

International Transfers

Some service providers used by the Group store or process personal information outside the United Kingdom. This is particularly relevant where cloud-based platforms, software providers or digital marketing providers operate internationally. Where international transfers occur, the Group implements appropriate safeguards to protect personal information, including the use of adequacy regulations, the UK International Data Transfer Agreement (IDTA), the UK Addendum to Standard Contractual Clauses or other lawful transfer mechanisms recognised under UK data protection legislation.

Data Retention

Personal information is retained only for as long as necessary to fulfil the purpose for which it was collected, comply with legal and regulatory requirements, establish or defend legal claims and support the legitimate operation of the business.

Customer, supplier and commercial records are generally retained for a minimum period of six years following the end of the relevant business relationship. Information relating to health and safety, employment, taxation and other regulated activities is retained in accordance with applicable statutory requirements and recognised business practice.

When information is no longer required, it is securely deleted, destroyed or anonymised.

Your Rights

Under UK data protection legislation, individuals have the right to:

- Access personal information held about them.
- Request correction of inaccurate or incomplete personal information.
- Request erasure of personal information in certain circumstances.
- Request restriction of processing in certain circumstances.
- Object to processing where the lawful basis is legitimate interests.
- Request transfer of personal information where applicable.
- Withdraw consent where processing is based on consent.
- Lodge a complaint with the Information Commissioner's Office.

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Requests relating to personal information should be submitted using the contact details provided within this Privacy Policy. The Group may require reasonable evidence of identity before responding to a request

Contacting Us

Questions regarding this Privacy Policy, requests relating to personal information or enquiries concerning the processing of personal data should be directed to the Compliance Director using the contact details below. Requests will be forwarded to the appropriate Data Controller within the 4i Group depending on the company and processing activity concerned.

4i Synergy Ltd
Unit 17 Woolpit Business Park
Windmill Avenue
Woolpit
Bury St Edmunds
Suffolk
IP30 9UP

Email: info@4iwaterservices.co.uk

The Group will respond to enquiries and requests in accordance with the requirements of UK data protection legislation.

Complaints

Any individual who is dissatisfied with how the Group has processed their personal information should contact the Group in the first instance to allow the matter to be reviewed and resolved.

Individuals also have the right to lodge a complaint with the Information Commissioner's Office. http://www.ico.org.uk

Changes to This Policy

The Group reviews this Privacy Policy periodically to ensure it remains accurate, reflects current business operations and complies with applicable legal requirements. Where changes are made, the updated version will replace previous versions and will be made available through Group websites and upon request.

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