



Privacy Policy Altius Lifts Ltd

1. Who We Are

Altius Lifts Ltd (“we”, “us”, “our”) is the data controller responsible for your personal data. We are registered in England and Wales (Company No. 17000627).

Registered office: Bowden Hall, Suite 3, Bowden Lane, Marple, Stockport, SK6 6ND.

You can contact us:

- Via our website contact form
- By phone using the number on our website
- By email at info@altiuslifts.co.uk

2. What Data We Collect

Information you provide

- Name
- Email address
- Phone number
- Employer/company details
- Any information you include in enquiries or messages

Automatically collected data

- IP address
- Browser type and version
- Device information
- Pages visited and time spent on the site

This data is collected using cookies and analytics tools.

3. How We Use Your Data

We use your personal data to:

- Respond to enquiries
- Provide and manage our services
- Communicate with you
- Improve our website and user experience
- Maintain business records
- Market our services where appropriate

4. Legal Basis for Processing

Under UK GDPR, we rely on the following legal bases:

- **Contract** – to provide services or respond to enquiries
- **Legitimate interests** – to operate, improve, and manage our business and website
- **Consent** – for non-essential cookies and marketing (where applicable)
- **Legal obligation** – where required by law



5. Sharing Your Data

We do not sell your personal data.

We may share your data with:

- Service providers (e.g. website hosting, analytics providers)
- Professional advisers (e.g. insurers, legal advisers)
- Suppliers or subcontractors where required to deliver services

All third parties are required to respect your data and only process it lawfully.

6. International Transfers

We do not routinely transfer personal data outside the UK.

However, some of our service providers (such as analytics providers) may process data outside the UK. Where this happens, we ensure appropriate safeguards are in place (such as UK-approved standard contractual clauses).

7. Data Retention

We only keep personal data for as long as necessary, including:

- Website enquiries: up to 6 months
- Mailing list data: up to 12 months after last contact
- Contracts and commercial records: typically, 6–7 years

We may retain data longer where required for legal or regulatory purposes.

8. Your Rights

Under UK data protection law, you have the right to:

- Access your personal data
- Correct inaccurate data
- Request deletion of your data
- Restrict or object to processing
- Request transfer of your data
- Withdraw consent at any time

To exercise your rights, contact us using the details above.

You also have the right to complain to the Information Commissioner's Office (ICO):

<https://www.ico.org.uk>

9. Cookies

We use cookies to:

- Ensure the website functions properly
- Analyse website usage (e.g. via Google Analytics)
- Improve performance and user experience

Non-essential cookies will only be used with your consent.

You can manage or disable cookies through your browser settings.



10. Third-Party Cookies

We use services such as Google Analytics, which collect information about how visitors use our website.

These services may use cookies and process data in accordance with their own privacy policies.

11. Data Security

We take appropriate technical and organisational measures to protect your personal data, including:

- Secure systems and servers
- Restricted access to data
- Regular monitoring and updates

12. Changes to This Policy

We may update this policy from time to time.

The latest version will always be available on our website.

13. Contact & Data Protection

If you have any questions about this policy or your data, please contact:

Data Protection Contact:

Paula Bettridge
Altius Lifts Ltd
0161 399 4956