

Proflow Gutter Cleaning

Privacy Policy

Last updated: 6 October 2026

1. Introduction

Proflow Gutter Cleaning ("Proflow", "we", "us" or "our") respects your privacy and is committed to protecting your personal information.

This Privacy Policy explains how we collect, use, store and protect personal information when you visit our website, request a quotation or estimate, contact us, become a customer, use our services or otherwise interact with Proflow Gutter Cleaning.

It also explains your rights in relation to your personal information and how you can contact us if you have any questions or concerns.

Proflow Gutter Cleaning is operated by **Tom Steel as a sole trader**.

For the purposes of UK data protection law, Tom Steel trading as Proflow Gutter Cleaning is the **data controller** responsible for the personal information described in this Privacy Policy.

This Privacy Policy should be read alongside our Cookie Policy and Terms & Conditions where applicable.

2. Who we are

Business name: Proflow Gutter Cleaning

Business type: Sole trader

Data controller: Tom Steel trading as Proflow Gutter Cleaning

Website: proflowguttercleaning.co.uk

Privacy contact: tom@proflowguttercleaning.co.uk

If you have any questions about this Privacy Policy or how we use your personal information, please contact us using the email address above.

3. The personal information we collect

The information we collect depends on how you interact with us.

We may collect and process the following categories of personal information.

Contact information

This may include:

- your first and last name;
- telephone number;
- email address;
- postcode;
- property or service address where necessary;
- preferred method of contact; and
- information you provide when communicating with us.

Enquiry and quotation information

When you request an estimate, quotation, inspection or other service, we may collect information such as:

- property type;
- property location;
- details about your gutters, roofline or other areas relevant to the requested service;
- the services you are interested in;
- information about previous gutter cleaning or maintenance;
- photographs you send to us;
- notes relating to your enquiry;
- quotation and pricing information; and
- records of our communications with you.

Customer and job information

If you become a customer, we may also process:

- property/service address;
- services requested or completed;
- appointment dates;
- inspection findings;
- quotations;
- job notes;
- work completed;

- before-and-after photographs;
- service history;
- invoices;
- payment status; and
- correspondence relating to the work.

Payment and financial information

Proflow currently accepts payment by **bank transfer or cash**.

We do not currently take card payments through our website.

Where you pay by bank transfer, information associated with the transaction may appear within our business banking records, such as your name, payment reference, amount paid and transaction details.

We do not ask customers to provide online banking passwords, PINs or other banking security credentials.

Communications

We may retain records of communications between you and Proflow, including communications made through:

- email;
- telephone calls and call records;
- SMS/text messages;
- WhatsApp;
- website enquiry forms; and
- other correspondence.

We may make reasonable notes about telephone conversations where they are relevant to an enquiry, quotation, job or customer relationship.

We do not routinely record the audio of telephone calls.

Photographs and property information

As part of inspections and completed work, we may take photographs or video footage of gutters, downpipes, soffits, fascias, rooflines and other relevant parts of a property.

These images may be used to:

- assess the condition of the property;
- prepare or support a quotation;
- show customers the condition of their gutters;

- document work before and after completion;
- maintain job records;
- resolve questions or disputes relating to work completed; and
- where appropriate, promote our services.

Where photographs are used for marketing purposes, we aim to avoid unnecessarily identifying individuals or revealing personal information.

Customers may ask us not to use photographs of their property for marketing purposes by contacting us.

4. Information collected through our website

When you use our website, certain information may be collected automatically.

This may include:

- IP address;
- browser type;
- device type;
- operating system;
- approximate geographic information derived from your device or IP address;
- pages visited;
- time spent on pages;
- referring website or source;
- interactions with the website;
- advertising campaign information;
- cookie identifiers; and
- similar technical and usage information.

We may use website analytics and advertising technologies, including services associated with **Google Analytics and Google Ads**, to understand how people find and use our website, measure advertising performance and improve our website and marketing.

The use of non-essential cookies and similar technologies is addressed further in our **Cookie Policy** and through the cookie controls made available on our website.

5. How we obtain your information

Most personal information we process is provided directly by you.

For example, you may provide information when you:

- complete a form on our website;
- request an estimate or quotation;
- call, email, text or message us;
- communicate with us through WhatsApp;
- arrange an inspection;
- book a service;
- provide photographs;
- make a payment;
- communicate with us before, during or after a job; or
- otherwise interact with Proflow.

We may also receive limited information from other sources where appropriate, for example:

- another person contacting us on behalf of a household or property owner;
- a referral from an existing customer;
- publicly available information where reasonably necessary to provide a quotation or service;
- advertising and analytics platforms; or
- technology providers used to operate our website.

Where we receive personal information from someone other than you, we will handle it in accordance with applicable data protection law.

6. How and why we use your personal information

We only process personal information where we have a lawful reason to do so.

Depending on the circumstances, we may rely on **contract**, **legitimate interests**, **legal obligation** or **consent**.

Responding to enquiries and providing quotations

We use personal information to:

- respond to enquiries;
- understand the work you require;
- contact you about your enquiry;
- arrange inspections;
- assess properties;
- prepare estimates and quotations;
- answer questions; and
- discuss potential work.

Our lawful basis will generally be taking steps at your request before entering into a contract and/or our legitimate interests in responding to prospective customers and operating our business.

Providing our services

If you instruct Proflow to carry out work, we use your information to:

- arrange appointments;
- attend your property;
- perform the agreed services;
- communicate with you about the work;
- maintain appropriate job records;
- issue invoices;
- receive and reconcile payments; and
- provide aftercare or respond to subsequent questions.

Our lawful basis will generally be that the processing is necessary to perform our contract with you.

Business administration and record keeping

We may process information for:

- maintaining business records;
- bookkeeping;
- accounting;
- tax purposes;
- payment reconciliation;
- handling complaints;
- establishing or defending legal claims;
- preventing fraud or misuse; and
- maintaining appropriate records of work completed.

Depending on the circumstances, our lawful basis may be compliance with a legal obligation and/or our legitimate interests in properly administering, protecting and managing the business.

Improving our services and website

We may use appropriate information to understand:

- how customers find us;
- which services are most frequently requested;
- how our website is used;
- whether our advertising is effective;
- how our customer experience can be improved; and
- how we can improve our services.

Where personal information is involved, our lawful basis may be legitimate interests or consent, depending on the type of processing and applicable rules relating to cookies and similar technologies.

7. Our legitimate interests

Where we rely on legitimate interests, we consider whether our use of your information is necessary and whether your interests, rights or freedoms outweigh our interests.

Our legitimate interests may include:

- operating and managing Proflow Gutter Cleaning;
- responding to enquiries;
- providing effective customer service;
- maintaining accurate business and job records;
- improving our services;
- protecting the business from fraud or misuse;
- establishing, exercising or defending legal claims;
- understanding the effectiveness of our business and marketing; and
- appropriately promoting relevant Proflow services.

We will not rely on legitimate interests where your interests or fundamental rights and freedoms override those interests.

8. Service reminders and marketing

Where permitted by law, we may use customer contact information to communicate about Proflow's services.

For example, we may contact previous customers to remind them that their gutters may be due for another inspection or clean, particularly where approximately a year has passed since their previous service.

We may also occasionally tell customers about other relevant Proflow services, offers or service updates.

In the future, this could include newsletters or other customer communications, although we do not currently operate a regular newsletter.

Marketing communications may be sent by methods such as email, text message or other electronic communications where permitted.

Depending on the circumstances, we may rely on consent or legitimate interests as the relevant data-protection lawful basis. Where the Privacy and Electronic Communications Regulations ("PECR") require consent for a particular electronic marketing communication, we will obtain the necessary consent unless an applicable exception — such as the existing-customer "soft opt-in" — applies.

Where we rely on the soft opt-in, this will only be where the applicable requirements are satisfied, including that the contact details were obtained in connection with the sale or negotiation for sale of our services, the marketing concerns our own similar services, and an appropriate opportunity to opt out is provided.

You have the right to object to the use of your personal information for direct marketing at any time.

You can ask us to stop sending marketing or service-promotional communications by:

- using any unsubscribe or opt-out method contained in the communication; or
- emailing **tom@proflowguttercleaning.co.uk**.

If you opt out, we may retain limited information on a suppression or do-not-contact list so that we can respect your request in the future.

Opting out of marketing will not prevent us from contacting you where necessary about an active enquiry, quotation, booking, job, payment, complaint or other service-related matter.

The ICO requires businesses using personal information for direct marketing to be transparent about it and to respect objections to direct marketing. [ICO](#)

9. Cookies, analytics and advertising

Our website may use cookies and similar technologies.

Some cookies are necessary for the website to function correctly. Others may be used, subject to applicable consent requirements, for purposes such as:

- analytics;
- measuring website usage;
- remembering preferences;
- measuring advertising performance;
- understanding how visitors reached our website; and
- improving our marketing.

We currently use or may use services associated with **Google Analytics and Google Ads**, including advertising conversion measurement.

Where applicable, non-essential cookies and similar technologies will be controlled through the cookie consent tools provided on our website.

Further information about the cookies and similar technologies used on our website is provided in our **Cookie Policy**.

10. Who we share personal information with

We do **not sell personal information** to third parties.

We also do not provide customer lists to unrelated businesses for them to market their own products or services.

However, we use third-party service providers to help operate Proflow and may need to share or process personal information through those providers.

These may include:

Wix

Our website is built and operated using Wix. Information submitted through website forms may therefore be processed and stored using Wix's website and data-management infrastructure.

Google services

We use Google services in connection with the operation of the business, which may include:

- Gmail;
- Google Workspace;
- Google Analytics; and
- Google Ads.

Depending on the service, Google may process information such as email correspondence, business files, website usage data, device information and advertising/analytics information.

WhatsApp

Where you choose to communicate with us using WhatsApp, your contact information and communications may be processed through the WhatsApp service.

Telephone and device services

Customer names, telephone numbers, messages and relevant contact information may be stored on business devices and/or through the services used to provide telephone and contact functionality.

Professional and legal advisers

Where reasonably necessary, information may be shared with accountants, bookkeepers, insurers, legal advisers or other professional advisers.

Government, regulatory or law-enforcement bodies

We may disclose personal information where we are legally required to do so or where disclosure is reasonably necessary to comply with legal obligations, court orders, regulatory requirements or legitimate requests from public authorities.

We require service providers handling personal information on our behalf to process that information appropriately and in accordance with applicable data-protection requirements.

11. International transfers

Some of the technology providers we use operate internationally. This means that personal information may, in some circumstances, be processed or stored outside the United Kingdom.

Where personal information is transferred internationally, we take reasonable steps to ensure that the transfer is made in accordance with applicable UK data protection law.

Depending on the destination and provider, this may involve:

- UK adequacy regulations;
- recognised contractual safeguards;
- the UK International Data Transfer Agreement;
- the UK Addendum to approved standard contractual clauses; or
- another legally recognised transfer mechanism.

You may contact us at tom@proflowguttercleaning.co.uk if you would like further information about safeguards relevant to international transfers of your personal information.

12. How long we keep personal information

We do not intend to retain personal information indefinitely.

Different information is retained for different periods depending on why we need it.

Unsuccessful enquiries and leads

Where you make an enquiry but do not proceed with work, we will generally retain the enquiry and related information for up to **12 months from the date of the initial enquiry**.

This allows us to respond to follow-up enquiries, maintain reasonable business records and understand previous correspondence.

Information may be retained for longer where there is a specific legal, dispute-related or other legitimate reason for doing so.

Customer and job records

Where we complete work for you, general customer and job records will normally be retained for up to **5 years from the date of the most recent completed job**.

This may include contact information, service history, quotations, job notes, communications and related records.

Certain records may need to be retained for longer where required by law or reasonably necessary in connection with a dispute, legal claim or regulatory requirement.

Financial, invoice and accounting records

Invoices, transaction records and other information required for accounting or taxation will be retained for the period required by applicable law.

For sole traders, HMRC currently requires relevant business records to be retained for at least five years after the 31 January Self Assessment submission deadline for the relevant tax year, subject to different rules in certain circumstances. [GOV.UK](https://www.gov.uk)

We may therefore retain relevant financial information beyond the general customer-record period where required to meet our legal and accounting obligations.

Inspection photographs where no work is completed

Where photographs or video are taken as part of an inspection or quotation but no subsequent work is carried out, we will generally retain those images for up to **12 months from the date they were taken**.

Photographs relating to completed work

Where photographs or video relate to work completed by Proflow, we will generally retain them for up to **5 years from the date of the most recent completed job** to which they relate.

Marketing suppression information

Where someone asks us not to contact them for marketing purposes, we may retain the minimum information necessary to record that preference.

This information may need to be retained for longer than ordinary marketing information because deleting the suppression record could result in the person inadvertently being contacted again.

At the end of the applicable retention period, information will be deleted, anonymised or otherwise securely disposed of where it is no longer reasonably required.

13. How we protect your information

We take reasonable technical and organisational measures to protect personal information against:

- unauthorised access;
- accidental loss;
- misuse;
- alteration;
- inappropriate disclosure; and
- destruction.

Measures may include, where appropriate:

- password-protected accounts and devices;
- access controls;
- secure third-party platforms;
- keeping access to customer information limited to those who need it;
- maintaining appropriate software and device security; and
- securely deleting information when it is no longer required.

No internet-based or electronic storage system can be guaranteed to be completely secure. However, we take reasonable precautions appropriate to the nature of the information we hold and the size and nature of our business.

14. Your data protection rights

Depending on the circumstances and the lawful basis on which your information is processed, UK data protection law gives you a number of rights.

These may include:

Right of access

You can ask whether we hold personal information about you and request a copy of that information.

Right to rectification

You can ask us to correct personal information that is inaccurate or complete information that is incomplete.

Right to erasure

In certain circumstances, you can ask us to delete personal information we hold about you.

This right is not absolute. For example, we may need to retain certain information to comply with legal or tax obligations or to establish, exercise or defend legal claims.

Right to restrict processing

In certain circumstances, you can ask us to restrict how we use your personal information.

Right to object

You may have the right to object to processing based on legitimate interests, depending on the circumstances.

You have an absolute right to object to the processing of your personal information for direct marketing purposes. If you object to direct marketing, we will stop using your information for that purpose.

Right to data portability

In certain circumstances, you may have the right to receive personal information you provided to us in a structured, commonly used and machine-readable format and/or ask us to transmit it to another organisation.

Right to withdraw consent

Where we rely on your consent to process personal information, you may withdraw that consent at any time.

Withdrawal does not affect the lawfulness of processing carried out before consent was withdrawn.

These rights vary according to the lawful basis and circumstances of the processing; not every right applies in every situation. The ICO specifically requires privacy notices to explain applicable individual rights and to bring the right to object clearly to people's attention. [ICO](#)

15. How to exercise your rights

To exercise any of your data-protection rights or ask a question about the information we hold about you, contact:

Tom Steel
Proflow Gutter Cleaning
Email: tom@proflowguttercleaning.co.uk

Please provide enough information for us to identify the relevant records and understand your request.

We may need to ask for reasonable information to verify your identity before disclosing or changing personal information.

We will respond to valid requests within the timeframe required by applicable data protection law.

We will not normally charge a fee for exercising your data-protection rights, although the law allows fees or refusal in certain limited circumstances.

16. Automated decision-making and profiling

Proflow does not currently use personal information to make decisions about customers based **solely on automated processing** where those decisions produce legal or similarly significant effects.

We may use analytics and advertising technologies to understand website activity and measure marketing performance, but we do not currently use such information to make solely automated decisions that have legal or similarly significant effects on individuals.

If this changes materially in the future, we will update this Privacy Policy as required.

17. Children's information

Our services are intended for property owners, occupiers, businesses and other persons capable of arranging property-maintenance services.

Our website and services are not specifically directed at children, and we do not knowingly seek to collect personal information from children for marketing purposes.

If you believe that a child has provided us with personal information in circumstances where it should not have been collected, please contact us.

18. Links to other websites

Our website may contain links to websites or services operated by third parties.

We are not responsible for the privacy practices, security or content of third-party websites.

If you follow a link to another website, we recommend reviewing that organisation's privacy information before providing personal information.

19. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect:

- changes to our services;
- changes to the way we process personal information;
- new technology or service providers;
- changes to our marketing practices; or
- changes to legal or regulatory requirements.

The latest version will be made available through our website.

Where appropriate, significant changes may also be communicated by other reasonable means.

The date at the top of this Privacy Policy indicates when it was last updated.

20. Questions and complaints

If you have a question, concern or complaint about how Proflow handles your personal information, please contact us first so that we have an opportunity to investigate and resolve the matter.

Tom Steel
Proflow Gutter Cleaning
Email: tom@proflowguttercleaning.co.uk

You also have the right to raise a complaint with the UK's data-protection regulator, the **Information Commissioner's Office (ICO)**.

[Information Commissioner's Office](#)

You do not have to contact us before raising a concern with the ICO, although we would welcome the opportunity to resolve your concern directly.

21. Contact

For any questions about this Privacy Policy, your personal information or your data-protection rights, please contact:

Tom Steel

Trading as Proflow Gutter Cleaning

Email: tom@proflowguttercleaning.co.uk

Website: proflowguttercleaning.co.uk

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