

Privacy Policy

Last updated: 10 September 2026

1. Who we are

RubberworX Safety Surfacing is committed to protecting your privacy and handling personal information fairly, lawfully and securely.

For the purposes of UK data-protection law, the data controller is:

Legal business name: RubberworX Safety Surfacing Ltd

Trading name: RubberworX Safety Surfacing

Business correspondence Address: 17 Wood Road, Heybridge, ESSEX. CM9 4AS

Email: [INSERT PRIVACY OR BUSINESS EMAIL ADDRESS]

Telephone: [INSERT TELEPHONE NUMBER]

ICO registration number: [INSERT NUMBER, IF APPLICABLE]

In this policy, “RubberworX”, “we”, “us” and “our” refer to the business identified above.

2. Information we may collect

Depending on how you contact us and the services you request, we may collect:

- Your name, job title and organisation;
- Your address, email address and telephone number;
- Details submitted through our website contact or quotation forms;
- Site addresses, access arrangements and project requirements;
- Correspondence, quotations, contracts and project records;
- Billing, invoicing and payment information;
- Photographs or videos of a site before, during or after installation;
- Technical information about how you use our website, including your IP address, browser type and device information;
- Cookie preferences and website analytics information; and
- Any other information you choose to provide to us.

Please do not send us sensitive personal information unless we specifically request it and it is necessary for a legitimate purpose.

3. How we collect information

We may obtain personal information:

- Directly from you when you telephone, email or submit an online form;
- When you request a quotation, arrange a site survey or enter into a contract with us;
- From schools, nurseries, councils, commercial clients, property managers or other organisations acting on your behalf;
- From contractors, suppliers and professional advisers involved in a project;
- Through our website, cookies and similar technologies; and
- From publicly available sources where appropriate and lawful.

4. How and why we use personal information

- We may use personal information to:
- Respond to enquiries and provide quotations;
- Arrange and carry out site surveys;
- Plan, manage and complete surfacing projects;
- Communicate with customers, schools, nurseries, councils, suppliers and contractors;
- Manage site access, health and safety, safeguarding and security requirements;
- Process invoices and payments;
- Maintain business, tax, insurance and warranty records;
- Manage complaints, queries and legal claims;
- Improve our services and website;
- Prevent fraud, misuse and security incidents;
- Comply with legal and regulatory obligations; and
- Send marketing communications where permitted by law.

Our lawful bases may include:

- Contract: where processing is necessary to provide a quotation, take steps at your request or fulfil a contract;
- Legitimate interests: where necessary to operate and improve our business, respond to enquiries, maintain records, protect our rights and provide good customer service;
- Legal obligation: where we must process information to comply with tax, accounting, health and safety, safeguarding or other legal requirements; and

- Consent: where you have actively agreed to a particular use, such as optional marketing or the publication of an identifiable photograph.

Where we rely on legitimate interests, we consider the necessity of the processing and balance our interests against the individual's privacy rights.

5. Schools, nurseries and children's information

We work with schools, nurseries, local authorities and other organisations responsible for children's play spaces.

Our website and services are intended for adults and organisations commissioning surfacing work. We do not knowingly use the website to collect personal information directly from children.

When working on premises used by children, we will:

- Collect only the information reasonably necessary to plan and complete the project;
- Follow the site's access, safeguarding, photography and security procedures;
- Avoid recording children's names or other identifying details unless genuinely necessary and lawfully authorised;
- Avoid including identifiable children in project photographs;
- Arrange project photography, where practicable, when children are not present;
- Not use identifiable images of children for marketing without appropriate written authority and confirmation that the necessary permissions have been obtained;
- Not use children's information for direct marketing or profiling; and
- Securely delete or anonymise children's information when it is no longer required.

Where a school, nursery, council or other client provides personal information to us, each party must comply with its own data-protection responsibilities. Where appropriate, our contract may include additional data-protection requirements.

If a child contacts us directly, we will ask them to involve a parent, carer, teacher or other responsible adult before we continue any communication.

6. Project photographs and marketing

We may take photographs of completed projects for quality-control, contractual, insurance or record-keeping purposes.

We will only use identifiable images of individuals for promotional purposes where we have an appropriate lawful basis. Where children could be identified, we will obtain appropriate written authority and confirmation of parental or carer permission before publishing the image.

Where possible, marketing photographs will be taken without people present or will be framed, cropped or edited so individuals cannot be identified.

Permission for promotional photography may be withdrawn by contacting us. Withdrawal will not affect any use that was lawful before permission was withdrawn, and we may not be able to remove material already printed or lawfully published by an independent third party.

7. Who we may share information with

Where necessary and lawful, we may share personal information with:

- Employees and authorised representatives of RubberworX;
- Subcontractors, installers and suppliers involved in a project;
- Website, hosting, email, telephone and IT-service providers;
- Payment, banking, accounting and bookkeeping providers;
- Insurers, solicitors and other professional advisers;
- Schools, nurseries, councils, property managers and principal contractors involved in the relevant project;
- Health and safety, safeguarding or security personnel where necessary;
- Regulators, courts, law-enforcement bodies or public authorities where required by law; and
- A prospective purchaser or successor if the business is sold or reorganised.

We do not sell personal information.

Where another organisation processes personal information on our behalf, we require it to protect that information and use it only for the agreed purpose.

8. International data transfers

Some website, email, cloud-storage or technology providers may process information outside the United Kingdom.

Where personal information is transferred internationally, we will take reasonable steps to ensure an appropriate legal safeguard is in place, such as UK adequacy regulations or approved contractual protections.

You may contact us for more information about the safeguards relevant to your information.

9. How long we retain information

We keep personal information only for as long as reasonably necessary for the purpose for which it was collected and to meet legal, accounting, insurance and contractual requirements.

As a general guide:

- Unsuccessful enquiries and quotations may be retained for up to two years after the last contact;
- Customer, contract, invoice, warranty and completed-project records may be retained for up to six years after the relevant contract or financial year, or longer where required by law or an ongoing claim;
- Health and safety, accident, safeguarding or insurance records may be retained for the applicable legal or insurance period;
- Marketing contact details will be retained until you unsubscribe or object, subject to periodic review; and
- Project photographs will be reviewed periodically and removed when they are no longer needed or appropriate.

We may retain information for longer where a complaint, dispute, investigation or legal claim is ongoing.

10. Cookies and website analytics

Our website may use essential cookies to operate correctly and optional cookies or similar technologies for analytics, functionality or marketing.

Where consent is required, optional cookies will not be placed unless you choose to accept them. You can change your preferences through our cookie banner or your browser settings.

Further details can be provided upon request in our separate Cookie Policy.

11. Marketing communications

We may send relevant business-to-business communications where permitted by law and where we believe our services may be of legitimate interest.

We will obtain consent where the law requires it, particularly for electronic marketing sent to individuals. You can unsubscribe or object to marketing at any time by using the unsubscribe option provided or contacting us.

We do not market directly to children.

12. Keeping information secure

We use reasonable organisational and technical measures to protect personal information against unauthorised access, loss, misuse, alteration or disclosure.

Access is limited to people who reasonably need the information for their work. However, no internet transmission or storage system can be guaranteed to be completely secure.

13. Your data-protection rights

Depending on the circumstances and the lawful basis being used, you may have the right to:

- Ask for access to your personal information;
- Ask us to correct inaccurate or incomplete information;
- Ask us to erase your information;
- Ask us to restrict how your information is used;
- Object to processing based on legitimate interests;
- Object to direct marketing at any time;
- Ask for certain information to be transferred to you or another organisation; and
- Withdraw consent where processing is based on consent.

These rights are not absolute and may be subject to legal exceptions. We may ask for information to confirm your identity before responding.

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

To exercise your rights, contact us using the details in section 1. We will normally respond within one month.

14. Automated decision-making

We do not currently use personal information to make solely automated decisions that have legal or similarly significant effects on individuals.

15. Links to other websites

Our website may contain links to third-party websites or social-media platforms. We are not responsible for their privacy practices. You should review their privacy information before providing personal information.

16. Complaints

Please contact us first if you have concerns about how we have handled your personal information, and we will try to resolve the matter.

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

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Telephone: 0303 123 1113

Website: www.ico.org.uk

17. Changes to this policy

We may update this policy when our business practices, website services or legal obligations change. The latest version will be published on this page with the updated date shown above.