

BlueBuild Energy Limited Privacy Policy

1. What Information We Collect

We collect and process the following data:

- **Personal Information:** Name, email, phone number, and any details you provide through our enquiry or lead forms.
- **Technical Information:** IP address, browser type, and website usage data via cookies.
- **Marketing & Advertising Data:** Information about your interactions with our ads on social media platforms (e.g., Facebook, Google, TikTok), including engagement, clicks, and conversions.

2. How We Use Your Information

We use your data for the following purposes:

- To respond to your enquiries and provide requested services.
- To follow up on lead form submissions.
- To improve website functionality and user experience.
- **For Advertising & Marketing:** To personalise ads, measure effectiveness, and run retargeting campaigns using platforms such as Facebook, Google Ads, and TikTok Ads.
- To comply with legal obligations.

3. Legal Basis for Processing

We process your data based on:

- **Your Consent** – When you submit an enquiry or form and accept cookies.
- **Legitimate Interests** – To improve our services, website, and marketing efforts.
- **Legal Obligations** – Where required by law.

4. Third-Party Data Sharing & Advertising Platforms

We may share your data with:

- **Service Providers** – For website hosting, CRM, or marketing support.

- **Advertising & Social Media Platforms** – We use tracking tools such as Facebook Pixel, Google Ads, and TikTok Ads to deliver targeted advertisements. These platforms may collect and process data per their respective privacy policies.
- **Legal Authorities** – If required by law.

5. Tracking Technologies & Cookies

We use cookies and similar tracking technologies to:

- Analyse website traffic and performance.
- Provide personalised ads through platforms like Facebook, Google, and TikTok.
- Enhance user experience.

For more details, please see our **[Cookie Policy]**, where you can also manage your preferences.

6. User Consent & Opt-Out Options

You can manage or opt out of targeted advertising:

- **Facebook:** Adjust ad settings via [Facebook Ad Preferences](#).
- **Google Ads:** Opt out via [Google Ad Settings](#).
- **Website Cookies:** Use our Cookie Consent tool to control tracking preferences.

7. How Long We Keep Your Data

We retain your personal data only as long as necessary for the purposes outlined or as required by law.

8. Your Rights

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

- Access your personal data.
- Request corrections.
- Request deletion where applicable.
- Object to or restrict processing.
- Withdraw consent at any time.

To exercise these rights, contact us at **info@bluebuildenergy.com**.

9. How We Protect Your Data

We implement security measures to protect against unauthorized access, loss, or misuse.

10. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page.

11. Contact Us

If you have questions about this policy, contact us at:

 **BlueBuild Energy Limited**

 **Location:**

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