

## Privacy Policy

This Privacy Policy explains how NuVira Earth Systems Ltd (“NuVira Earth”, “we”, “us”, “our”) collects, uses, shares and protects your personal information when you use our website, products, mobile applications, or interact with us in any way.

NuVira Earth Systems Ltd

Registered in England and Wales: Company No. 16588791

Registered Address: 56 Guildford Street, Chertsey, England, KT16 9BE

ICO Registration Reference: ZC007180

Email: [info@nuviraearth.co.uk](mailto:info@nuviraearth.co.uk)

Telephone: 0204 620 2025

We are committed to protecting your privacy and complying with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

### 1. Purpose of This Privacy Policy

This Privacy Policy describes:

- what personal data we collect
- why we collect it
- how we use it
- how long we keep it
- how we protect it
- your rights under UK GDPR
- who we share data with
- how you can contact us

It applies to:

- visitors to our website
- users of NuVira Earth’s energy products (solar panels, inverters, EV chargers, battery systems)
- installers and distributors
- customers and prospective customers
- individuals who contact us or engage with our business

### 2. How to Contact Us

If you have questions about this Privacy Policy, or if you wish to exercise your data rights, you can contact us at:

Email: [info@nuviraearth.co.uk](mailto:info@nuviraearth.co.uk)

Phone: 0204 620 2025

Address: NuVira Earth Systems Ltd, 56 Guildford Street, Chertsey, KT16 9BE

You may also contact the Information Commissioner's Office (ICO), the UK regulator for data protection concerns.

### 3. What Personal Data We Collect

We only collect data necessary to provide our services, operate our products, comply with legal requirements, and improve user experience.

#### 3.1 Data you provide directly

This includes:

- Name, postal address, email address, telephone number
- Enquiries submitted through our website forms
- Order details, invoices, delivery instructions
- Payment information (processed through secure third-party payment providers)
- Warranty registration information
- Installer or contractor details
- Recruitment data (CVs, employment history, qualifications)
- Responses to surveys, feedback, or reviews

#### 3.2 Data collected automatically through our website

- IP address
- Browser type and version
- Device information
- Pages visited, time spent on the site
- Cookies and analytics data (see Cookies Policy)

#### 3.3 Data generated by NuVira Earth's products

For connected devices (e.g., inverters, smart EV chargers, battery systems), we may collect:

- Device serial numbers
- Installation location
- Firmware version and device identifiers
- Energy usage, charging history, or generation/export data
- Performance metrics, error logs, diagnostics
- Interaction with NuVira Earth's mobile apps or dashboards
- Wi-Fi or network connection status (not passwords)

#### 3.4 Data from installers and distributors

- Business name, trading address, contact information
- Qualifications, installer IDs, training records
- Job scheduling and installation reports

### 3.5 Data from social media or third-party platforms

If you interact with NuVira Earth through Facebook, Instagram, LinkedIn, Google, or others, we may receive:

- Profile name
- Account identifiers
- Communication history

## 4. Why We Collect and Use Personal Data

We use your personal information for the following purposes:

### 4.1 To fulfil contracts and provide products/services

- Process orders and payments
- Deliver products
- Register warranties
- Provide technical support
- Provide installation support to installers
- Operate mobile apps and connected device features

### 4.2 To improve products and services

- Diagnose device performance issues
- Analyse energy usage patterns
- Improve website functionality
- Study market trends and customer behaviour

### 4.3 Marketing and communications

- Send product updates
- Offer promotions (only with consent)
- Customer surveys
- Service announcements

You can opt out of marketing at any time.

#### 4.4 Legal and regulatory obligations We may process data to comply with:

- tax and accounting laws
- consumer protection obligations
- warranty requirements
- safety standards (such as EV charging regulations in the UK)

#### 4.5 Security and fraud prevention

- Verify identities
- Monitor suspicious activity
- Protect against cyber threats
- Maintain system integrity

### 5. Legal Basis for Processing

Under UK GDPR, we rely on one or more of the following legal bases:

- Contract performance – processing required to deliver products/services
- Legitimate interests – for business activities that do not override your rights
- Legal obligation – where required by UK law
- Consent – for marketing, cookies, or optional services

### 6. How We Share Personal Data We never sell your personal information.

We may share data with:

#### 6.1 Installers and service engineers

To complete installations, maintenance, or technical assessments.

#### 6.2 Delivery partners

Courier companies for product shipments.

#### 6.3 Professional service providers

- IT support
- Hosting providers
- Data analytics partners
- Payment processors
- Legal or accounting professionals
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## 6.4 Energy and technical partners

If you use smart integrations (e.g., dynamic tariffs, grid response programmes), we may share relevant technical data with an energy provider - only with your permission.

## 6.5 Regulators, law enforcement, or courts Only when legally required.

## 6.6 Corporate transactions

If NuVira Earth undergoes a merger, acquisition, restructuring, or asset sale, personal data may be transferred to the successor entity.

## 7. International Data Transfers

Where data is transferred outside the UK (for cloud storage, app services, partners), we ensure there are:

- UK-approved adequacy regulations, or
- Standard Contractual Clauses, or
- Equivalent safeguards

## 8. How Long We Keep Personal Data

We retain personal data only as long as necessary for:

- fulfilling contractual obligations
- warranty and after-sales support
- legal record-keeping
- resolving disputes

When no longer needed, data is deleted or anonymised.

## 9. How We Protect Personal Data

We implement technical and organisational safeguards including:

- encryption access controls
- secure cloud storage
- staff training
- malware and intrusion protection
- role-based data access
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- physical security 10. Your Rights Under UK GDPR You have the following rights:
- Right to be informed
- Right of access to your data
- Right to rectification
- Right to erasure (“right to be forgotten”)
- Right to restrict processing
- Right to data portability
- Right to object (including marketing opt-out)
- Right to withdraw consent at any time

To exercise your rights, contact: [info@nuviraearth.co.uk](mailto:info@nuviraearth.co.uk)

We may need to verify your identity before fulfilling your request.

If you are unhappy with our response, you have the right to complain to the ICO.

## 11. Marketing Communications You will only receive marketing:

- if you have opted in, or
- if you are an existing customer and communications relate to similar products You

may opt out at any time by:

- clicking unsubscribe in any marketing email
- emailing [info@nuviraearth.co.uk](mailto:info@nuviraearth.co.uk)

We do not conduct spam, illegal targeting, or sell marketing data.

## 12. Cookies and Tracking Technologies Our website uses cookies to:

enable website functionality personalise  
content

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- analyse traffic
- support marketing (only with consent)

You can manage cookie preferences through our Cookie Banner.

### 13. Children's Privacy

NuVira Earth does not knowingly collect personal data from children under 16. If you believe we have unintentionally collected such data, please contact us.

### 14. Changes to This Privacy Policy

We may update this Privacy Policy to reflect:

- changes in law
- updates to our services
- improvements in data protection practices

The latest version will always be available on our website.

### 15. Contacting the ICO

If you have concerns about how we process your data, you may contact the:

Information Commissioner's Office (ICO)

Website: [www.ico.org.uk](http://www.ico.org.uk)

Telephone: 0303 123 1113

Address: Wycliffe House, Water Lane, Wilmslow, SK9 5AF

