

# Privacy Policy

**Effective Date:** 5 September 2026

**Website:** [www.wowitworks.co.uk](http://www.wowitworks.co.uk)



This Privacy Policy explains how **WOW IT Works Ltd** ("we", "us", "our") collects, uses, shares, and protects your personal information when you visit our website, use our IT support services, or interact with us.

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. Who We Are (Data Controller)

**WOW IT Works Ltd** is the Data Controller responsible for your personal data.

- **Full Registered Name:** WOW IT Works Ltd
- **Company Registration Number (CRN):** 16406745
- **Place of Registration:** Registered in England and Wales
- **Registered Office Address:** 25 Dimond St, Pembroke Dock, Pembrokeshire, Wales, SA72 6BT
- **Email:** [info@wowitworks.co.uk](mailto:info@wowitworks.co.uk)
- **Telephone:** 01646 476119
- **SMS / Mobile:** 07570 199357
- **Website:** [www.wowitworks.co.uk](http://www.wowitworks.co.uk)

## 2. Information We Collect

We may collect, use, store, and transfer different kinds of personal data depending on how you interact with us:

| Category                                | Examples / Data Points Collected                                                                                                                         |
|-----------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Identity &amp; Contact Data</b>      | First name, last name, business name, postal address, email address, landline number, and mobile/SMS contact details.                                    |
| <b>Technical Data</b>                   | IP address, browser type and version, time zone setting, operating system, network topology details, and hardware diagnostic specs.                      |
| <b>IT Support &amp; Service Data</b>    | Support ticket details, network logs, service histories, and temporary system credentials provided for authorized remote maintenance or diagnostic work. |
| <b>Financial &amp; Transaction Data</b> | Bank details, Direct Debit instructions, payment gateway records, billing address, and transaction histories.                                            |

| Category                   | Examples / Data Points Collected                                                                                        |
|----------------------------|-------------------------------------------------------------------------------------------------------------------------|
| Marketing & Communications | Preferences for receiving service updates, newsletters, marketing blurbs, SMS notifications, and communication records. |

### 3. How We Collect Your Data

We collect data through:

- **Direct Interactions:** When you contact us via telephone, SMS, or email, fill out contact forms at [www.wowitworks.co.uk](http://www.wowitworks.co.uk), request technical support, or subscribe to service plans (such as Club WOW).
- **Service Delivery:** Data generated during on-site IT maintenance, network provisioning, remote desktop diagnostics, or remote support sessions.
- **Automated Technologies:** Technical details collected automatically when you browse our website via web analytics, server logs, and cookies (see our Cookie Policy).

### 4. Lawful Basis for Processing Your Data

Under the UK GDPR, we only process your personal data under the following lawful bases:

1. **Contractual Necessity:** To perform our obligations under an IT support agreement or subscription with you (e.g., servicing devices, setting up priority support, processing recurring Direct Debits).
2. **Legitimate Interests:** Necessary for our legitimate business interests, provided your fundamental privacy rights are not overridden (e.g., maintaining network security, preventing fraud, managing client relationships, internal reporting).
3. **Legal Obligation:** To comply with UK statutory obligations (e.g., maintaining tax and transaction records for HMRC).
4. **Consent:** Where you have given explicit consent to receive direct marketing or allowed non-essential website cookies. You can withdraw your consent at any time.

### 5. How We Use Your Personal Data

We use your personal data to:

- Provide, maintain, and deliver hardware repair, remote assistance, and managed IT services.
- Process payments, set up Direct Debit plans, issue invoices, and manage client accounts.
- Send essential technical notices, security alerts, service disruption updates, and appointment confirmations.
- Respond to phone calls, SMS queries, contact form submissions, and support desk tickets.

- Comply with statutory tax, accounting, and regulatory requirements.

## 6. Remote Support & System Credentials

When providing remote technical support or managing IT systems for your home or business:

- Remote sessions are established strictly with your permission.
- Any temporary administrative passwords or connection codes shared during a support session are encrypted, handled securely, and discarded once the ticket is resolved.
- We advise all clients to reset temporary credentials once remote support has concluded.

## 7. Sharing Your Information

We do not sell, rent, or trade your personal data. We only share personal data with trusted third parties necessary to operate our business and deliver services:

- **Service Providers & Vendors:** Ticketing systems, payment processors, Direct Debit facilitators, remote monitoring software providers, and UK hosting partners.
- **Professional Advisers:** Accountants, legal advisers, and business insurers in the UK.
- **Regulators & Law Enforcement:** HMRC, law enforcement agencies, or legal authorities when required by UK law.

All third-party processors are bound by contractual agreements to handle your data securely and in full compliance with UK GDPR standards.

## 8. International Data Transfers

Where third-party platforms (such as cloud tools or security backup systems) store or process data outside the UK, we ensure standard contractual protection measures, such as the UK International Data Transfer Agreement (IDTA) or recognized adequacy decisions, are in place.

## 9. Data Retention

We retain your personal data only as long as necessary to fulfill the purposes for which it was collected, including legal and tax requirements:

- **Financial & Invoicing Records:** Retained for 6 years plus the current tax year to meet HMRC accounting obligations.
- **Client Service Records & Tickets:** Retained for the duration of your active relationship with us, plus up to 3 years after account closure.
- **General Enquiries (Email/SMS):** Retained for up to 36 months from the date of last contact.

## 10. Security of Your Data

We employ appropriate technical and organizational safeguards to protect your personal data from unauthorized access, accidental loss, alteration, or disclosure. These measures include:

- End-to-end encryption for transmitted sensitive data and stored records.
- Multi-factor authentication (MFA) and strict access controls across all IT infrastructure.
- Continuous monitoring and updating of software security tools.

## 11. Your Legal Rights

Under the UK GDPR, you hold the following rights regarding your personal data:

- **Right of Access:** Request a copy of the personal data we hold about you.
- **Right to Rectification:** Request correction of inaccurate or incomplete information.
- **Right to Erasure:** Request the deletion of your personal data where there is no statutory reason for us to retain it.
- **Right to Restrict Processing:** Request that we temporarily restrict the processing of your personal data.
- **Right to Data Portability:** Request a structured copy of your data to transfer to another provider.
- **Right to Object:** Object to our processing of your data based on legitimate interests or direct marketing.

To exercise any of these rights, contact us at [info@wowitworks.co.uk](mailto:info@wowitworks.co.uk) or in writing to **25 Dimond St, Pembroke Dock, SA72 6BT**.

## 12. How to Complain

If you have concerns about how we handle your personal data, please contact us first so we can address the matter. You also have the right to lodge a complaint with the UK data protection regulator:

### Information Commissioner's Office (ICO)

Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

Website: [www.ico.org.uk](http://www.ico.org.uk) | Telephone: 0303 123 1113

## 13. Updates to This Policy

We review and update this Privacy Policy periodically to reflect operational, legal, or regulatory changes. Updates will be posted directly to [www.wowitworks.co.uk](http://www.wowitworks.co.uk) with an updated effective date.