

Optic Homes Privacy Policy

Effective Date: 28 July 2026

1. Introduction

Optic Homes is committed to protecting your privacy and processing personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

2. Information We Collect

We may collect your name, company name, email address, telephone number, project information and any other information you submit via our website or contact forms.

3. How We Use Your Information

Your information may be used to respond to enquiries, discuss development opportunities, manage projects, improve our services, comply with legal obligations and communicate with you where appropriate.

4. Lawful Basis for Processing

We process personal data where necessary for our legitimate interests, contractual obligations, legal compliance or where you have provided consent.

5. Sharing Your Information

We do not sell personal data. Information may be shared with professional advisers, consultants, IT providers and regulatory authorities where necessary.

6. Data Security

Appropriate technical and organisational measures are implemented to protect personal data against unauthorised access, alteration, disclosure or destruction.

7. Data Retention

Personal information is retained only for as long as reasonably necessary to fulfil the purposes for which it was collected or to satisfy legal obligations.

8. Your Rights

Subject to applicable law, you may request access to, correction of, erasure of or restriction of your personal data, or object to processing. You also have the right to complain to the Information Commissioner's Office (ICO).

9. Cookies

Our website may use cookies to improve user experience. Please refer to our Cookie Policy for further details.

10. Contact

If you have any questions regarding this Privacy Policy or your personal information, please contact Optic Homes using the contact details published on the website.

11. Policy Updates

This Privacy Policy may be updated periodically. The latest version will always be available on our website.