



## Privacy Policy

(Broadband and Telecommunications Services – United Kingdom)

### 1. Introduction

This Privacy Policy explains how Rural WiFi T/A Rural 4G Broadband Ltd (“we”, “us”, or “our”) collects, uses, stores, and protects personal data when providing broadband and telecommunications services.

We are committed to protecting your privacy and handling your data transparently and securely.

This policy complies with:

UK General Data Protection Regulation

Data Protection Act 2018

### 2. Who We Are

Company Name: Rural WiFi T/A Rural 4G Broadband Ltd

Company Number: 12615415

Registered Address: Upper Floors, 2 New Rents, Ashford, Kent, England, TN23 1JH

Contact Email: [cs@rural-wifi.co.uk](mailto:cs@rural-wifi.co.uk)

If you have questions about this policy, you may contact us using the details above.

### 3. Information We Collect

We may collect the following types of personal data.

#### Identity Information

Name

Date of birth

Customer account details

#### Contact Information

Address

Email address

Telephone number

#### Billing Information

Payment details

Billing address

Transaction history

#### Service Information

IP addresses

Connection data

Service usage information

#### Technical Information

Device identifiers

Router information

Network performance data

#### 4. How We Collect Your Data

We collect information when you:

Order broadband services

Contact customer support

Visit our website

Use our broadband services

Submit forms or feedback

We may also receive information from:

Credit reference agencies

Fraud prevention services

Network infrastructure providers

#### 5. How We Use Your Data

We use personal data to:

## Provide Services

Activate and maintain broadband services

Manage installations

Deliver technical support

## Billing and Payments

Process payments

Manage invoices

Prevent fraud

## Customer Support

Handle complaints

Provide service updates

## Legal Compliance

Meet regulatory obligations

Respond to lawful requests from authorities

## 6. Legal Basis for Processing

We process personal data under the following legal bases:

Contractual necessity – to provide broadband services

Legal obligation – regulatory and law enforcement requirements

Legitimate interests – improving our services and network performance

Consent – for marketing communications

## 7. Sharing Your Information

We may share your data with:

#### Network Providers

Infrastructure partners such as fibre network operators.

#### Payment Providers

Banks and payment processors handling transactions.

#### Service Partners

Companies assisting with installation, support, and billing.

#### Authorities

Where required by law or court order.

We only share data necessary for the purpose.

### 8. Data Retention

We retain personal data only as long as necessary for:

Providing services

Legal and regulatory obligations

Accounting requirements

Typically:

Customer records: up to 6 years after account closure

Billing records: 6 years

### 9. Data Security

We use appropriate security measures including:

Encryption

Secure servers

Access controls

Network monitoring

These measures help prevent unauthorised access or disclosure.

## 10. Your Data Protection Rights

You have the following rights under UK General Data Protection Regulation:

Right to access your personal data

Right to correct inaccurate data

Right to request deletion of data

Right to restrict processing

Right to data portability

Right to object to certain processing

Requests can be made by contacting us.

## 11. Marketing Communications

We may send marketing communications if:

You have given consent, or

You are an existing customer and the communication relates to similar services.

You may opt out of marketing communications at any time.

## 12. Cookies and Website Tracking

Our website may use cookies to:

Improve website functionality

Analyse website usage

Enhance user experience

You can control cookie settings through your browser.

### 13. Complaints

If you believe your data has been handled improperly, please contact us first so we can resolve the issue.

You also have the right to lodge a complaint with the UK data protection regulator:

Information Commissioner's Office

### 14. Changes to This Policy

We may update this Privacy Policy from time to time.

Where significant changes occur, we will notify customers via our website or email.

### 15. Contact Information

Privacy Officer

Company Name: Rural WiFi T/A Rural 4G Broadband Ltd

Address: Upper Floors, 2 New Rents, Ashford, Kent, England, TN23 1JH

Email: [cs@rural-wifi.co.uk](mailto:cs@rural-wifi.co.uk)