

PRIVACY NOTICE

We, Vibrant Energy Matters Limited, a company registered at Companies House with number 06755736, may become a controller responsible for your personal data. We collect and process your personal data when you visit our website or provide information requested to us.

This privacy notice provides information on how we collect and process your personal data when you visit our website.

The data we collect about you

We may collect, use, store and transfer different kinds of personal data about you as follows:

- Personal identifiers & contact details (telephone number, email address, billing address, delivery address)
- Financial details
- Profile data (if you create a profile this will record any purchases you have made and your details will be stored by the host platform)
- Usage Data (information about how you use our website, products and services)
- Technical Data (internet protocol (IP) address, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website)

How we use your personal data

We will only use your personal data for the purpose for which we collected it which includes the following:

- Providing a service to you.
- To contact you from time to time with updates or information about our products or services.
- For marketing purposes.
- To process any payments or recover any debt.
- To notify you about any changes to our policies.
- To make suggestions and recommendations to you about goods or services that may be of interest to you

How we store your information

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. Your information is securely stored within our digital and cloud database.

Data retention

We only retain your personal data for as long as necessary to fulfil the purposes we collect it for.

How we share your personal data

We respect your privacy and are committed to protecting your personal data. Subject to the exception below, we will not knowingly share your data with third parties without your consent.

There may be exceptional occasions where we need to disclose your data to others - where there is a requirement by law or where a transaction reasonably requires it.

Automated Appointment Scheduling & Voice AI

To arrange services requested by our customers, we may use an AI-powered voice assistant to contact individuals by telephone and schedule appointments.

Source of Personal Data: We obtain your contact details and relevant appointment information from the organisation that has requested the service and instructed us to arrange the appointment.

Data We Process: During these calls, we may process your name, telephone number, address details, appointment preferences, voice recordings, and transcripts of the conversation.

Why We Process It: We process this information to arrange, manage and deliver services requested by our customers. Our lawful basis for this processing is our legitimate interests in efficiently scheduling and delivering those services and, where applicable, to perform contractual obligations relating to those services.

Call Recording and Transcription: Calls may be recorded and transcribed to facilitate appointment scheduling, service administration, quality assurance, and to maintain an accurate record of communications.

Data Sharing: Call recordings, audio data and transcripts are processed on our behalf by OpenAI, Deepgram and ElevenLabs, acting as our data processors. We have configured these services so that customer audio recordings, transcripts and related personal data are not used by these providers for AI model training or product improvement purposes.

International Transfers: Some of our service providers may process personal data outside the United Kingdom. Where this occurs, we implement appropriate safeguards in accordance with applicable data protection laws.

Retention: Voice recordings and transcripts are retained only for as long as necessary for the purposes described above and are securely deleted in accordance with our data retention policies.

Your Choices and Rights: At the start of the call, the AI assistant will identify itself as an automated system. If you prefer not to interact with the AI assistant, you may request to speak with a human representative at any point during the call and a member of our team will contact you directly.

Your legal rights

For details of your rights under data protection laws, including the right to receive a copy of the personal data we hold about you and the right to make a complaint at any time to the Information Commissioner's Office, the UK regulator's website for data protection issues is www.ico.org.uk.