

Privacy Policy

Telecommunications International Agencies Limited (trading as **TIA broadband**) is committed to protecting your privacy and handling your personal data fairly, transparently, and securely. This Privacy Policy explains how we collect, use, store, and protect your information when you use our broadband services, website, and customer support.

1. Who We Are

- **Company name:** Telecommunications International Agencies Limited
- **Trading name:** TIA broadband
- **Telephone:** 0800 099 6595
- **Email:** info@tia.ltd
- **Registered office:** Knowle House, 4 Norfolk Park Road, Sheffield, S2 3QE

We are the **data controller** of your personal data, which means we are responsible for deciding how it is used and ensuring it is handled in line with data protection law.

2. What Information We Collect

We may collect and process the following types of information about you:

- **Contact details:** name, address, email address, telephone number.
- **Account details:** login credentials, billing and payment information.
- **Service information:** broadband usage, IP address, connection performance, router information.
- **Communications:** correspondence with us by email, phone, or post.
- **Marketing preferences:** choices you make about receiving updates and offers.

3. How We Use Your Information

We use your information to:

- Provide and manage your broadband service.
- Process payments and handle billing.
- Respond to queries, requests, or complaints.
- Monitor, maintain, and improve network performance.
- Detect and prevent fraud or misuse of our services.
- Send you important updates about your service.
- With your consent, provide information about offers, promotions, or new services.

4. Legal Basis for Processing

We rely on one or more of the following lawful bases under UK GDPR:

- **Contract:** to provide you with the broadband services you have requested.
- **Legal obligation:** to comply with applicable laws and regulations.
- **Legitimate interests:** to improve our services, ensure security, and manage our business.
- **Consent:** where you have agreed to receive marketing communications.

5. Sharing Your Information

We may share your data with:

- **Service providers and partners** who help us deliver broadband services (e.g., network operators, billing processors).
- **Regulators or legal authorities** when required by law.
- **Debt recovery agencies** if payments are overdue.

We do **not** sell your personal data to third parties.

6. International Transfers

If we transfer your data outside the UK, we will ensure appropriate safeguards are in place to protect your information, in line with UK data protection law.

7. How Long We Keep Your Information

We retain your personal data only for as long as necessary to provide our services and meet our legal, regulatory, and contractual obligations. After this period, your data will be securely deleted or anonymised.

8. Your Rights

Under UK GDPR, you have the following rights:

- The right to access your personal data.
- The right to correct inaccurate or incomplete data.
- The right to request deletion of your data (in certain circumstances).
- The right to restrict processing.
- The right to data portability.
- The right to object to processing, including marketing.
- The right to withdraw consent (where processing is based on consent).

To exercise any of these rights, contact us at info@tia.ltd or call **0800 099 6595**.

9. Cookies and Website Tracking

Our website may use cookies and similar technologies to improve functionality and analyse traffic. You can manage your cookie preferences through your browser settings. For more details, please see our **Cookie Policy** [link if available].

10. Security

We take appropriate technical and organisational measures to protect your personal data from loss, misuse, or unauthorised access.

11. Complaints

If you are unhappy with how we handle your data, please contact us at **info@tia.ltd**. You also have the right to complain to the **Information Commissioner's Office (ICO)**: www.ico.org.uk or call 0303 123 1113.

12. Changes to This Policy

We may update this Privacy Policy from time to time. The latest version will always be available on our website.