

## Our Policies

The following information explains how UrSolutions Ltd. trading as UrFibre collects, stores, and processes personal data. By accepting this Policy, you consent to the processing of your data as described in it. Please do not use the websites <https://urfibre.co.uk/> or <https://urfibre.com/> or any of the products or services provided by UrSolutions Ltd. trading as UrFibre if you do not agree to the provisions of this Policy.

## Acceptable use policy

### 1. GETTING STARTED

Our Acceptable Use Policy is applicable to all Service users. Your usage of the Service implies your acceptance and adherence to this policy. You are solely responsible for any breaches of this policy, regardless of your consent. It is your responsibility to ensure that individuals under the age of 18 using the Service comply with the Acceptable Use Policy and use the Service appropriately.

### 2. FAIR USE

Our broadband service packages offer unlimited monthly data usage. Your service will never be slowed down unless you are causing harm or inconvenience to others, even though traffic management may be implemented in the future.

### 3. PROHIBITED ACTIVITIES

You are required to comply with the laws and regulations of the UK while using the Service. Engaging in any unlawful or illegal activities is strictly prohibited. The following actions are not allowed when using the Service, or enabling others to do so:

- a. Engaging in any illegal, unlawful, or fraudulent activities, or violating codes, regulations, or content requirements set by competent authorities to gain unauthorized access to computer systems or bypass network security, is strictly prohibited.
- b. You are not allowed to store, distribute, or transmit any programs containing viruses, trojans, malware, or tools intended to compromise the security of internet users, websites, or systems, unless it is part of legitimate security research.
- c. You must refrain from downloading, transmitting, sending, receiving, storing, distributing, or dealing with data or content that is offensive, prohibited, or otherwise unlawful under any applicable law. This includes material that is threatening, defamatory, racist, abusive, invasive of privacy, obscene, harmful, or malicious.
- d. Modify any identifying network information to gain access to any customer's account, for example by changing the email source or user information.
- e. Sending forged or intentionally harmful information over the internet.
- f. Fraudulent acts such as "phishing," where messages appear to have been sent by a third party.
- g. Transmitting, streaming, posting, or publishing protected content, data, or software without permission.
- h. Use any IP address we did not assign you.
- i. Disrupt or violate anyone's systems or security by using service, such as overloading services or crashing host systems with denial of service (DOS) attacks.
- j. Developing or sending programs or messages that are designed to interfere with the service we provide to our customers or their privacy.

The list provided is not exhaustive and does not cover all activities considered unacceptable use of our services. It serves as a guide to what we deem illegal. Any activity that adversely impacts us or any third party may breach our acceptable use policy.

## 4. USE OF EQUIPMENT

Modifying, disassembling, or tampering with UrFibre Wifi Mesh, Wifi Access Points, Router, ONT, Cellular Dongle, or any other equipment will be considered unauthorized use of our equipment.

## 5. VIOLATION OF ACCEPTABLE USE POLICY

If there is suspicion of a violation of the Acceptable Use Policy, we reserve the right to investigate. This may involve collecting information from account holders and, if necessary, reviewing material on our servers.

Your use of the Service implies your consent for us to monitor your computer systems and networks to ensure compliance with our Acceptable Use Policy. If you breach this policy, the following actions may be taken:

- k. Provide a warning.
- l. Immediately suspend or terminate the service.
- m. Disclose information to relevant law enforcement agencies when necessary.
- n. Other reasonable actions may be taken.

# Customer Complaints Policy

## 6. GETTING STARTED

We value our customers' experience and are dedicated to providing exceptional service. If you believe we are not meeting your expectations, please don't hesitate to inform us. Your feedback is crucial for our improvement efforts. We assure you that complaints will be thoroughly and fairly addressed within a reasonable timeframe. Your input will aid us in enhancing our services.

## 7. COMPLAINTS PROCESS

### Part 1

If you contact our Customer Care Team, they will thoroughly investigate your complaint and make every effort to resolve it. If immediate resolution is not possible, please allow them time to investigate and respond to you within 48 hours. You can reach our Customer Care Team through the following channels:

- a. By Telephone: [01384 912800](tel:01384912800).
- b. By Email: [support@urfibre.co.uk](mailto:support@urfibre.co.uk) or [info@urfibre.co.uk](mailto:info@urfibre.co.uk).
- c. By logging a ticket through our website: [www.urfibre.co.uk](http://www.urfibre.co.uk).
- d. By logging a ticket through your UrFibre account portal.

### Part 2

If you are dissatisfied with the solution provided by our Customer Care (first line support), you have the option to escalate your complaint to the Customer Care Manager. The Customer Care Manager will address your complaint within 24 hours, provide an explanation of the issue, and work towards resolving it to your satisfaction.

### Part 3

If the Customer Care Manager can't resolve your complaint, you can escalate it to a Company Director. The Director will review and aim to resolve it within 5 days.

## Part 4

If your complaint remains unresolved after two months following the process above, you can refer it to the Communications Ombudsman (refer to the Independent Adjudication Section below).

### Resolution of Dispute

If your complaint remains unresolved for more than 2 months, you can utilize the Alternative Dispute Resolution Scheme by appealing to the Communications Ombudsman Service, which is approved by Ofcom to handle consumer disputes. Please note that the Ombudsman cannot assist customers with over ten employees or complaints regarding commercial policy matters like prices or broadband availability. You can contact the Ombudsman if you are a home or small business customer who lodged a complaint eight or more weeks ago, or if you are dissatisfied with the resolution of your complaint.

To access the Alternative Dispute Resolution scheme through the Communications Ombudsman, you can visit the provided website or use the contact information below:

- a. Visit: <https://www.commsombudsman.org/raise-dispute>
- b. Visit: <https://www.commsombudsman.org/contact-us>
- c. Write to them at Communications Ombudsman, P.O. Box 730, Warrington, WA4 6WU

## Privacy Policy

### 8. GETTING STARTED

Welcome to the UrFibre Privacy Policy. We are dedicated to safeguarding your privacy and fulfilling our legal obligations. This Privacy Policy outlines our practices regarding the collection, utilization, and disclosure of your information when you engage with our website, interact with us, or utilize our products and services. Additionally, we educate our employees about their data processing responsibilities within this policy.

### 9. COLLECTION OF DATA

We collect information directly from you. When you engage with us through our website, customer support desk, email, telephone, in person, or via postal communication, you may be asked to provide personal details (such as your name, address, email, telephone number, and date of birth) as well as financial information (such as credit/debit card details and bank account number).

### 10. USAGE OF DATA

- a. We collect IP addresses, device manufacturers, browser information, and similar data necessary for communication with websites and applications.
- b. We retain transactional and billing information.
- c. We maintain a record of your marketing preference, indicating whether you have opted in to receive marketing communications.
- d. We monitor and record your interactions and communications to enhance our service.
- e. Information from reporting agencies, such as credit bureaus, is shared with us.
- f. We receive data from technical and payment service providers.
- g. We obtain data from other organizations with your permission to share information about you.
- h. We may gather publicly available data.
- i. Members of your household who use our service may provide us with data.
- j. We may receive data from individuals who refer you to our services.

## 11. DATA USE POLICY

In compliance with the GDPR, we collect and process your personal data for the following purposes, including but not limited to:  
Performing our contractual obligations requires us to process your personal data. This may include:

- a. To process your order and register you.
- b. We will provide you with a quote.
- c. To answer your questions regarding our services.
- d. Manage your existing services with us.
- e. To contact you about your account.
- f. Monitor and maintain records of your usage of our services.
- g. To provide information about our services.

If required to adhere to any legal or regulatory mandates, we may be obligated to share your information with a regulator in a relevant jurisdiction. Your data may also be utilized for legitimate business purposes, as reasonably necessary for the operation of our business and the delivery of the highest quality service to you.

## 12. INFORMATION

In accordance with applicable data protection laws, we may be obligated to share your information with third parties. These third parties are obligated to handle your information in compliance with the law and utilize it as per our instructions, without using it for their own benefit.

We may need to share information with third parties, including but not limited to:

- a. The partners we work with to provide build, installation, and maintenance services.
- b. In order for us to carry out credit checks and assess your ability to make regular payments for our products and services, we may share (about how you pay your bills) or receive (about how you pay your bills with others) information with credit reference agencies.
- c. When your bills are not paid, debt recovery agencies will follow up with you.
- d. Professional advisors, such as lawyers, auditors, and insurance companies.
- e. Billing and payment processors.
- f. The third parties to whom we may choose to sell, transfer, or merge our business.
- g. In order to improve our services, we need customer service agencies to conduct surveys.
- h. We do not share your information with third parties for marketing purposes.

## 13. PROTECTION OF DATA

Safeguarding your information is of utmost importance to us. We have implemented necessary measures to ensure its protection against loss, theft, and unauthorized use. However, it's important to note that while we take these precautions, we cannot provide an absolute guarantee of the security of any personal information you transmit to us, as the internet transmission of data is not always completely secure.

## 14. RETENTION OF PERSONAL INFORMATION

When using our products or services, we generate information records tailored to their type and purpose. Upon customer cancellation, we retain basic information for tax compliance for 7 years and Internet activity data for 365 days. In the case of disputes or the need to verify account existence, certain information may be required.

## 15. YOUR RIGHTS

Regarding the data we collect about you, you possess the following rights:

- a. You can request information about your data through a Subject Access Request (SAR) by emailing [support@urfibre.co.uk](mailto:support@urfibre.co.uk) or sending a written request to our registered company address listed on our website.
- b. In the event that we rely on your consent for data use, you may withdraw it.
- c. We will amend your personal information if it's inaccurate or incomplete.
- d. You can request the deletion or removal of your information, though legal obligations may require us to retain it in certain circumstances.
- e. In certain circumstances, you have the right to object to the processing of your personal information.
- f. If you believe your rights have been violated, you can file a complaint with the Information Commissioner's Office, referencing our registration number ZB347432 at [www.ico.org.uk](http://www.ico.org.uk).

For all requests, please contact us at [support@urfibre.co.uk](mailto:support@urfibre.co.uk) or write to us at our registered office address. If we are unable to meet the specified deadlines, we will provide updates until the matter is resolved.

## 16. COOKIES

Our website employs cookies to recognize your visits, with some being stored by your web browser. It's important to note that cookies do not gather any personal information; they remain anonymous. In addition to essential cookies, we utilize third-party cookies to enhance your website experience and provide content recommendations.

## 17. COOKIES USED

Our use of cookies encompasses various types, including but not limited to those listed below:

- a. Essential cookies are employed to ensure the basic functionality of our website, allowing activities like secure login.
- b. Our website uses analytical and performance cookies to count visitors, see how many return visitors we have, how long they stay on our site, and what they do. Our analytics providers collect and share anonymous data with us; users are not identified.
- c. The advertising cookies on our website record how often you visit our website, what pages you visit, and what links you follow. UrFibre or selected third parties may use this information for these purposes.
- d. Please be aware that blocking or refusing cookies may limit your access to certain sections of our website.

## CHANGES TO THIS POLICY

Any future changes to our Policy will be updated on this page. We recommend that you periodically review this page for any updates. If you are a UrFibre customer, we may also notify you about these changes via email.