



Makesure Cover

Privacy Policy

Last updated: 16th July 2026

Makesure Cover Limited ("Makesure Cover", "we", "us", "our") is committed to protecting your privacy. This policy explains what personal data we collect when you use our website, request a quote, take out or manage a maintenance plan, book a repair, or otherwise interact with us, why we collect it, and what rights you have over it.

This policy is written to comply with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

1. Who we are

Makesure Cover Limited is the data controller responsible for your personal data.

- Company name: Makesure Cover Limited
- Company number: 16440154
- Registered office: Brooklands Court, Tunstall Road, Leeds, United Kingdom, LS11 5HL
- Phone: 0113 468 0253
- Email: info@makesure-cover.co.uk

Makesure Cover is a sister company of Aquaheat Group. Each company is a separate data controller for the personal data it collects — this policy covers only Makesure Cover's website and services.

Data Protection Lead; to handle all queries regarding your privacy and personal data rights:

Kelly Speak, Operations Director

Info@makesure-cover.co.uk

[0113 468 0253](tel:01134680253)

Data Protection Queries, Makesure Cover Limited, Brooklands Court, Tunstall Road, Leeds, LS11 5HL If you have any questions about this policy or wish to exercise your legal data rights, please contact our Data Protection Lead using the details above.

2. The personal data we collect

Depending on how you interact with us, we may collect:

Contact and identity information



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- Name, email address, phone number, home/property address

Property and service information

- Details about your property relevant to the maintenance plan or repair (e.g. boiler make/model, appliance details, property type, access notes)
- Service and repair history, engineer notes, job photos, appointment records
- Details you provide when requesting a quote or reporting a fault

Account and portal information

- Login credentials for the customer portal
- Plan details, booking history, communications sent through the portal

Payment information

- Direct debit mandate details processed via GoCardless (bank account/sort code details are collected and held by GoCardless directly — see Section 6)
- Billing address, payment history, invoices

Communications

- Records of calls, emails, live chat, or portal messages between you and us, including for training and quality purposes where you're told this is happening

Technical and usage information

- IP address, browser/device type, pages visited, and similar data collected via cookies and analytics tools when you use our website (see Section 9)

We do not knowingly collect special category data (such as health information) unless you volunteer it to us — for example, if you mention a medical condition affecting property access, which we would only use for that specific purpose (e.g. arranging suitable appointment times).

3. How we collect your data

- Directly from you: via our website forms, phone calls, email, the customer portal, or in person when an engineer visits
- From your maintenance plan or service history with us over time
- From third parties where relevant — for example, GoCardless (payment status), or a subcontracted engineer who carries out work on our behalf
- Automatically via cookies and similar technologies when you browse our website

4. Why we use your data and our legal basis



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Purpose	Legal basis
Setting up and managing your maintenance plan, quotes, and bookings	Performance of a contract
Processing direct debit payments via GoCardless	Performance of a contract
Sending appointment reminders and service-related communications	Performance of a contract / legitimate interests
Responding to enquiries and customer service requests	Performance of a contract / legitimate interests
Keeping service and repair records for warranty, safety, and gas safety compliance	Legal obligation / legitimate interests
Improving our website and services, and website analytics	Legitimate interests
Sending marketing communications about offers or services	Consent (where required) or legitimate interests for existing customers, with an opt-out on every message
Preventing fraud and keeping the customer portal secure	Legitimate interests / legal obligation

You can withdraw consent for marketing at any time (see Section 8).

5. The customer portal

If you create an account to manage your plan, book services, or view repair history, we hold your login details and account activity securely. You're responsible for keeping your password confidential. If you believe your account has been accessed without authorisation, contact us immediately using the details in Section 1.

6. Payments via GoCardless

We use GoCardless to process Direct Debit payments for maintenance plans. When you set up a payment, your bank account details are collected and stored by GoCardless, not by us – we only see limited information such as payment status, amount, and date. GoCardless acts as our payment processor (a data processor) and has its own privacy policy governing how it handles your data, available at gocardless.com/legal/privacy.

We do not store full bank account or card details on our own systems.

7. Who we share your data with

We share personal data only where necessary, including with:

- GoCardless – to process Direct Debit payments (see Section 6)



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- Subcontracted engineers or tradespeople — where we use approved subcontractors to carry out maintenance or repairs, we share the minimum information needed (e.g. name, address, job details) for them to complete the work
- IT, hosting, and software providers — who support our website, portal, and internal systems
- Professional advisers and regulators — such as accountants, insurers, or the Gas Safe Register, where required
- Law enforcement or regulatory bodies — where we're legally required to disclose information

We do not sell your personal data to third parties.

Where we share data with a processor outside the UK, we ensure appropriate safeguards are in place (such as the UK's International Data Transfer Agreement or an adequacy decision).

Specific third-party tools deployed on this website include:

- Analytics: Google Analytics (used to track aggregate user behavior, visitor metrics, and site performance).
- Payment Processing: GoCardless (used to securely process Direct Debit payments for subscription maintenance plans).
- E-Commerce & Platform: WooCommerce / WordPress essential session cookies (used to manage shopping cart functionality and customer portal logins). — e.g. Google Analytics, a live chat provider — so this section names them specifically

8. Your rights

Under UK GDPR, you have the right to:

- Access the personal data we hold about you
- Rectify inaccurate or incomplete data
- Erasure of your data, in certain circumstances
- Restrict how we use your data
- Object to processing based on legitimate interests or for direct marketing
- Data portability — receive your data in a portable format, where applicable
- Withdraw consent at any time, where we rely on consent

To exercise any of these rights, contact us using the details in Section 1. We'll respond within one month, as required by law.

If you're unhappy with how we've handled your data, you can complain to the Information Commissioner's Office (ICO):



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- Website: ico.org.uk
- Helpline: 0303 123 1113

9. Cookies

Our website uses cookies and similar technologies to make the site work, understand how it's used, and improve your experience. You can manage or withdraw your consent to non-essential cookies at any time via our cookie banner or your browser settings.

Here is the complete, standard cookie table tailored to the technologies deployed on makesure-cover.co.uk (WordPress / WooCommerce, Google Analytics, and payment processors):

Cookie Table

Cookie Name	Provider / Tool	Category	Purpose	Expiration
woocommerce_cart_hash	WooCommerce	Essential / Necessary	Helps WooCommerce determine when cart contents or data change.	Session
woocommerce_items_in_cart	WooCommerce	Essential / Necessary	Remembers items added to the customer shopping cart.	Session
wp_woocommerce_session_*	WooCommerce	Essential / Necessary	Contains a unique code for each customer so that it knows	2 days



Cookie Name	Provider / Tool	Category	Purpose	Expiration
			where to find cart data in the database.	
wordpress_logged_in_*	WordPress	Essential / Necessary	Stores authentication details for logged-in user accounts and administrative portal access.	Session
wordpress_test_cookie	WordPress	Essential / Necessary	Tests whether the user's browser accepts cookies.	Session
cookieconsent_status	Cookie Consent Banner	Essential / Necessary	Remembers whether you accepted or declined optional cookies on your initial visit.	1 year
_ga	Google Analytics	Performance / Analytics	Assigns a randomly generated ID to distinguish	2 years



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Cookie Name	Provider / Tool	Category	Purpose	Expiration
			unique website visitors and calculate aggregate traffic statistics.	
ga<container-id>	Google Analytics	Performance / Analytics	Used by Google Analytics 4 (GA4) to persist and maintain session state.	2 years
_gid	Google Analytics	Performance / Analytics	Stores and updates a unique value for each page visited to generate statistical reports.	24 hours
_gat	Google Analytics	Performance / Analytics	Used by Google Analytics to throttle request rates and limit data collection on high-	



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Cookie Name	Provider / Tool	Category	Purpose	Expiration
			traffic pages.	

10. How long we keep your data

We keep personal data only as long as necessary for the purposes it was collected, including:

- Active maintenance plan customers: for the duration of your plan and a period afterwards to handle warranty claims, disputes, or legal obligations
- Financial and payment records: typically 6 years, in line with HMRC requirements
- Gas safety and service records: retained in line with Gas Safe Register and legal obligations
- Marketing consent records: until you withdraw consent or unsubscribe, plus a record that you did so

We will only retain your personal data for as long as necessary to fulfill the purposes for which it was collected, including satisfying any legal, accounting, tax, or regulatory reporting requirements. Our standard retention periods include:

- Customer Account & Service History: Retained for the duration of your active policy, plus 6 years following account cancellation or policy expiration, in compliance with the Limitation Act 1980.
- Financial & Transaction Data: GoCardless billing records, invoice histories, and payment confirmations are retained for 6 years plus the current financial year, as required by HMRC and UK tax law.
- Technical & Diagnostic Records: Live video diagnostic recordings, messaging logs, and maintenance call-out reports are retained for 2 years to support quality control and warranty verification.
- Website Analytics Data: Non-identifiable website usage and session data collected via Google Analytics is automatically erased after 14 months.
- Marketing Preferences: Kept until you unsubscribe or opt out, after which your details are placed on a suppression list to respect your choice.

11. Security



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We use appropriate technical and organisational measures to protect your personal data against unauthorised access, loss, or misuse, including secure systems for the customer portal and restricted access to customer records. No method of transmission or storage is completely secure, but we work to protect your data appropriately.

12. Children

Our services are intended for adults arranging property maintenance. We do not knowingly collect personal data from children.

13. Changes to this policy

We may update this policy from time to time, for example to reflect changes in our services or the law. We'll post the updated version here with a new "last updated" date. We encourage you to review this page periodically.

14. Contact us

If you have any questions about this policy or how we handle your data, contact us at:

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