

Privacy Notice

Effective Date: 1 August 2026

Last Updated: 1 August 2026

1. Introduction

Welcome to **No1 Business**, the trading name of **No1 Home Limited** ("No1 Business", "we", "our", or "us").

We are a commercial finance introducer that assists UK Limited Companies and Limited Liability Partnerships (LLPs) in finding suitable business finance solutions through our panel of carefully selected commercial lenders and finance providers.

We are **not a lender**, do not make lending decisions, and do not provide regulated consumer credit services. Our role is to understand your business funding requirements and introduce eligible businesses to appropriate commercial finance providers.

We are committed to protecting your personal information and handling it responsibly, transparently, and in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and the Privacy and Electronic Communications Regulations (PECR).

2. Who We Are

Legal Company Name: No1 Home Limited

Trading Name: No1 Business

Company Registration Number: 09830263

Registered Office:

Forest Links Road
Ferndown
Dorset
England
BH22 9PH

Telephone: 0330 124 3182

Email: dataprotection@no1business.co.uk

No1 Home Limited is the Data Controller for the personal data described in this Privacy Notice.

3. Who We Work With

Our services are provided exclusively to:

- UK Limited Companies
- Limited Liability Partnerships (LLPs)

We do not provide services to:

- Sole traders
- Partnerships without limited liability
- Consumers seeking personal finance
- Individuals under the age of 18

4. Information We Collect

Depending on the stage of your enquiry, we may collect:

Business Information

- Company name
- Company registration number
- Business address
- Nature of business
- Trading history
- Monthly revenue
- Annual turnover
- Funding requirements

Contact Information

- Director's name
- Business email address
- Business telephone number
- Mobile number

Identification Information

Where required for a finance application by a lender, we may collect:

- Residential address
- Date of birth
- Passport or driving licence details

We do **not** collect:

- National Insurance numbers
- Credit reports
- Open Banking credentials

5. How We Collect Information

We collect information through:

- Telephone conversations
- Our website contact form
- Business enquiries submitted directly to us
- Purchased B2B business databases
- Manual follow-up communications after customer engagement

Before making outbound marketing calls, business contact numbers are screened against the Telephone Preference Service (TPS) and Corporate Telephone Preference Service (CTPS). Screening is carried out every 26 days to help ensure compliance with applicable marketing regulations.

6. How We Use Your Information

We use your information to:

- Assess your business funding requirements
- Verify your business information
- Determine whether your business may be suitable for commercial finance
- Introduce your business to appropriate commercial lenders
- Obtain finance quotations
- Communicate regarding your application
- Respond to enquiries
- Meet legal and regulatory obligations

We do not make lending decisions.

7. Lawful Basis for Processing

Depending on the circumstances, we process personal information under one or more of the following lawful bases:

- Legitimate Interests
- Consent
- Performance of a Contract
- Legal Obligation

Our primary lawful basis for initial business-to-business marketing is Legitimate Interests, as permitted under UK GDPR and PECR.

Where we communicate with customers via WhatsApp or request supporting documentation, we do so only after obtaining the customer's consent during our conversation.

8. Telephone Marketing

Our business operates exclusively within the commercial finance sector.

Before contacting businesses:

- Numbers are checked against TPS and CTPS registers every 26 days.
- We only target eligible business customers.
- We do not conduct marketing to consumers.
- We do not send unsolicited marketing emails or SMS messages.

Where a customer wishes to proceed with a funding application, one of our managers may contact them by email or WhatsApp after obtaining permission to do so.

9. Credit Checks

No1 Business does not carry out credit checks.

Where a customer wishes to proceed with a finance application, their information may be shared with an appropriate commercial lender. Any credit assessment is performed solely by that lender in accordance with its own privacy policies and procedures, and only after the customer has agreed to proceed.

10. Sharing Your Information

We only share your information where necessary.

This may include:

- Approved commercial lenders and finance providers
- Regulatory authorities where legally required

We do not sell, rent, or trade customer information.

We do not share your information with unrelated third parties for marketing purposes.

11. International Data Transfers

Some operational services are provided by our trusted outsourcing partner based in India.

Our outsourcing partner operates under strict contractual confidentiality and data protection obligations and processes personal data only on our instructions.

To protect your information:

- Data is hosted on encrypted servers.
- Access is restricted to authorised personnel.
- Appropriate technical and organisational safeguards are maintained.
- Access is granted only where necessary to perform authorised business functions.

12. Data Security

Protecting customer information is fundamental to our business.

Our operational environment includes:

- CCTV monitored operations floor
- No mobile phones permitted
- No paper documents or handwritten notes permitted
- Restricted computer access
- Access limited to our dialler platform and secure in-house CRM
- Role-based permissions
- Two-factor authentication
- Password-protected systems
- Encrypted servers
- Controlled access to customer records

These measures are designed to minimise the risk of unauthorised access, disclosure, alteration, or loss of information.

13. Call Recording

Telephone calls may be recorded for:

- Training
- Quality assurance
- Compliance
- Evidential purposes

Call recordings are retained for up to three months before being securely deleted unless a longer retention period is required by law.

14. Data Retention

We retain personal information only for as long as necessary.

Current retention periods are:

- Unsuccessful or rejected enquiries: up to 90 days
- Successful finance applications: up to 6 months
- Call recordings: up to 3 months

Information may be retained for longer where required by law or regulatory obligations.

15. Website Privacy

Our website has been intentionally designed to minimise data collection.

We do not use:

- Cookies
- Analytics software
- Tracking pixels
- Advertising cookies
- Behavioural profiling
- Third-party tracking technologies

Visitors may browse our website without being tracked.

Where you choose to contact us using our contact form, we use the information you provide solely for responding to your enquiry.

16. Your Rights

Under UK GDPR, you may have the right to:

- Request access to your personal information
- Request correction of inaccurate information
- Request deletion of your information
- Object to certain processing activities
- Restrict processing in certain circumstances
- Request transfer of your information where applicable
- Withdraw consent where processing is based on consent

To exercise any of your rights, please contact:

Email: dataprotection@no1business.co.uk

We aim to respond to all valid requests within one month.

17. Complaints

If you have concerns regarding how we process your personal information, we encourage you to contact us first so that we can resolve the matter.

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO), the UK's independent authority for data protection matters.

18. Changes to This Privacy Notice

We may update this Privacy Notice from time to time to reflect changes in our business, legal obligations, or regulatory guidance.

The latest version will always be available on our website together with the date of the most recent update.

19. Contact Us

If you have any questions regarding this Privacy Notice or how your information is handled, please contact:

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