

Privacy Policy

This policy explains how White Label Web Builds collects, uses, stores and protects personal information when you visit our website, contact us or use our services.

AT A GLANCE

We collect only the information needed to answer enquiries, provide quotations and deliver agreed services. The current website does not use analytics, advertising or social-media tracking. It uses essential session technology and Cloudflare Turnstile to protect forms from spam.

1. Who we are

White Label Web Builds is a trading name of Just SLA Ltd, a company registered in England and Wales under company number 13626081. Our principal business location is County Durham, United Kingdom.

For data protection purposes, Just SLA Ltd is the controller of personal information collected through this website and through our business relationship with you.

Contact us at hello@whitelabelwebbuilds.co.uk or telephone 0843 289 2545.

2. Information we collect

Information you provide

- ✓ Your name, job title, company name, email address, telephone number and website address.
- ✓ Project briefs, requirements, messages, quotations and correspondence.
- ✓ Files you choose to upload, such as designs, screenshots, documents or ZIP archives.
- ✓ Billing, contractual and account information where you become a customer or supplier.
- ✓ Website, hosting, domain and system access details supplied for an agreed project.

Information collected automatically

When you use the website, our server and security providers may process technical information such as your IP address, browser and device details, the date and time of a request, the pages requested, security signals and error or access logs. This information is used to operate, secure and diagnose the website.

3. How we use personal information

Purpose	Information used	Lawful basis
Responding to enquiries and preparing quotations	Name, contact details, company details, project information and correspondence	Legitimate interests in responding to business enquiries and taking steps at your request before a contract.
Delivering website development, hosting, maintenance and support	Contact details, project files, credentials, technical information and service records	Performance of a contract and our legitimate interests in delivering and managing services.
Managing accounts, payments and legal records	Contact, company, billing, transaction and contractual records	Performance of a contract, legal obligations and legitimate interests in business administration.
Protecting the website and preventing spam, fraud or misuse	IP address, device/browser information, security signals, session data and logs	Legitimate interests in keeping our services secure; necessary security storage and access technologies.
Establishing, exercising or defending legal rights	Relevant correspondence, contracts, logs and project records	Legal obligations and legitimate interests in protecting our business and rights.

4. Enquiry forms and uploaded files

Information submitted through an enquiry form is sent to us so that we can review and respond to your request. Do not upload passwords, live database exports, special-category personal data or other highly sensitive information unless we have agreed a secure method of transfer with you.

Attachments are accepted only for the purpose of reviewing an enquiry or delivering an agreed service. We may delete unsolicited or unnecessary files without retaining them.

5. Cookies and similar technologies

The current website does not use analytics cookies, advertising cookies, social-media tracking pixels or behavioural marketing technologies.

It does use the following essential technologies:

- ✓ A PHP session cookie used to hold a temporary security token that helps protect forms against forged submissions. It is normally deleted when your browser session ends.
- ✓ Cloudflare Turnstile, which checks whether a form submission appears to come from a person rather than an automated system. Turnstile may use cookies, local storage, IP address, device and browser information, and other security signals needed to provide the service.
- ✓ Essential server and security logs used to operate the website, investigate errors and protect it from abuse.

These technologies are used for security and to provide a service requested by the visitor. We do not currently provide a marketing or analytics cookie preference panel because the site is not configured to set optional cookies. If optional analytics, advertising or embedded services are added later, this policy and the website consent controls must be updated before they are enabled.

6. Cloudflare Turnstile

Our forms use Cloudflare Turnstile for spam and abuse prevention. Cloudflare may process technical and security information as an independent service provider. Cloudflare operates internationally, so information may be processed outside the United Kingdom subject to the safeguards used by Cloudflare and its customers.

Cloudflare privacy information: [Cloudflare Privacy Policy](#)

7. Who we share information with

We share personal information only where reasonably necessary. Recipients may include:

- ✓ Our hosting, server, email, backup, security and IT service providers.
- ✓ Cloudflare for Turnstile and related website security services.
- ✓ Developers, contractors or professional advisers who need the information for an agreed project and are subject to appropriate confidentiality obligations.
- ✓ Payment, accounting, legal, insurance and regulatory providers where relevant.
- ✓ A court, regulator, law-enforcement body or other authority where disclosure is required or permitted by law.
- ✓ A purchaser or successor if our business or relevant assets are sold, reorganised or transferred.

We do not sell personal information to advertisers or data brokers.

8. International transfers

Some technology providers or project participants may process information outside the United Kingdom. Where UK data protection law requires it, we use an adequacy regulation, approved contractual protections or another lawful safeguard. You may contact us for more information about the safeguards relevant to your information.

9. How long we keep information

We keep personal information only for as long as reasonably necessary for the purpose for which it was collected, including legal, accounting, security and dispute-resolution needs. Our usual retention periods are:

- ✓ General enquiries and unsuccessful quotations: up to 24 months after the last meaningful contact.
- ✓ Customer, supplier, contract, invoice and payment records: normally 7 years after the relevant financial year or the end of the relationship.
- ✓ Project files and correspondence: for the contract period and normally up to 7 years afterwards where needed for support, legal or evidential purposes.
- ✓ Unsuccessful enquiry attachments: normally deleted within 90 days unless further discussions continue.
- ✓ Website access and security logs: normally up to 90 days, but longer where required to investigate a security event, abuse or legal claim.
- ✓ Temporary session information: normally until the browser session ends or the session expires.

We may keep anonymised information that no longer identifies an individual for longer.

10. Security

We use reasonable technical and organisational measures to protect personal information. These may include access controls, secure passwords, encryption in transit, malware and vulnerability controls, backups, logging, restricted administrative access and confidentiality obligations. No internet service can be guaranteed completely secure, so please use an agreed secure transfer method for sensitive credentials or data.

11. Your data protection rights

Depending on the circumstances, you may have rights to:

- ✓ Ask for access to your personal information.
- ✓ Ask us to correct inaccurate or incomplete information.
- ✓ Ask us to erase information in certain circumstances.
- ✓ Ask us to restrict how information is used.
- ✓ Object to processing based on legitimate interests or to direct marketing.
- ✓ Receive certain information in a portable format.
- ✓ Withdraw consent where consent is the lawful basis, without affecting earlier processing.
- ✓ Complain to the Information Commissioner's Office.

These rights are not absolute and exemptions may apply. We may need to verify your identity before acting on a request. Contact hello@whitelabelwebbuilds.co.uk to exercise a right.

12. Marketing

The current website does not automatically add enquiry contacts to a marketing list. We may send service-related messages or respond to an enquiry without marketing consent. If we introduce newsletters or promotional email, we will provide the required choice and an easy method of opting out.

13. Links and third-party websites

Our website may link to third-party websites or documents. We do not control their privacy practices. Please review the privacy information supplied by the relevant third party before providing personal information.

14. Complaints

Please contact us first if you have a concern so that we can try to resolve it. You may also complain to the UK Information Commissioner's Office.

Information Commissioner's Office: [Make a data protection complaint](#)

15. Changes to this policy

We may update this policy when our services, suppliers, website features or legal obligations change. The current version will be published on this website with the date of the latest update.

16. Contact

WHITE LABEL WEB BUILDS

Just SLA Ltd, trading as White Label Web Builds
County Durham, United Kingdom
Company No. 13626081
Email: hello@whitelabelwebbuilds.co.uk
Telephone: 0843 289 2545

Website implementation note: This policy reflects the current PHP site package, including its session-based CSRF protection and Cloudflare Turnstile forms. It should be reviewed if analytics, advertising, live chat, embedded video, payment services, mailing-list software or additional processors are added.