

KJ Plumbers Privacy Policy

Version 2026-08-30 - last updated 30 August 2026

Privacy Policy

How Brands Lab Group Ltd, trading as KJ Plumbers, collects and uses personal information when you contact us about a plumbing problem or use our platform as a plumber.

Who we are

KJ Plumbers is operated by Brands Lab Group Ltd, registered in England and Wales, company number 13812441, registered office Moss Bridge House, Moss Bridge Road, Rochdale, England, OL16 5EA.

We are the controller for the personal information described in this policy. If you have a question about how we handle your data, email info@kjplumbers.com or call 01706 318200.

What we collect

If you contact us as a customer, we collect:

Your name, phone number, email address and the address where the work is needed
What you tell our assistant about the plumbing problem, including the full conversation
Photos, videos, audio and documents you upload to help us understand the job
Whether the job went ahead, any quotes issued and payment status
Basic technical information such as IP address, device and pages visited

If you use the platform as a plumber, we collect:

Your name, business details, contact details, service area and postcode
Your CV, qualifications, insurance and any documents you send us
Leads you view and buy, quotes you send and notes you record
Payment records for lead purchases and, where used, payouts

How we use it

To understand your plumbing enquiry and respond to it
To make your enquiry available to suitable independent plumbers so they can help
To run KJ Managed Jobs, including quotes, appointments and payment
To operate plumber accounts, the marketplace and lead purchases
To send service messages such as confirmations, quotes and reminders
To keep records, prevent fraud and improve the service

Our lawful bases are: performance of a contract (running the job or your account), legitimate interests (operating and protecting the platform, connecting customers with plumbers), consent where we ask for it, and legal obligation where records must be kept.

Sharing your enquiry with plumbers

Your contact details are hidden from plumbers until a plumber pays to unlock your enquiry, or until we assign a plumber to a KJ Managed Job.

Before that point a plumber can see the type of problem, general location, urgency, your description, any media you provided and a summary of your conversation with our assistant. Once a plumber unlocks your enquiry they receive your name, phone, email and address so they can contact you.

More than one plumber may be given the opportunity to respond, unless we tell you otherwise. Plumbers

may only use your details to respond to your enquiry and provide any work you agree with them.

Our AI assistant

We use artificial intelligence to chat with customers, understand the problem, read photos and videos you upload, summarise the enquiry and estimate the likely type and value of work. AI output is assistive only and is not a professional diagnosis.

Conversation content and uploaded media are processed by our AI provider to produce these summaries. We do not use your conversation to train public AI models.

Who processes data for us

Our hosting and database provider, which stores the application data

Stripe, for card payments, lead purchases and refunds

SendGrid, for sending transactional email

Our AI provider, for chat, summaries and media analysis

Google, for advertising measurement and site analytics

Address lookup and mapping services, to validate postcodes and estimate distance

These providers act on our instructions under contract. Some may process data outside the UK; where they do, appropriate safeguards such as the UK International Data Transfer Addendum apply.

How long we keep it

We keep enquiry and job records for as long as needed to run the service and then for six years, which reflects UK limitation periods and tax record keeping. Marketing contact details are kept until you opt out. Media uploads are kept with the job record they belong to.

Marketing

We only send marketing where we are allowed to. Agreeing to our terms is not marketing consent. Every marketing message includes an unsubscribe link, and you can opt out at any time by emailing us.

Cookies

We use cookies and similar technology that are necessary to run the site (sign-in, security, session), plus analytics and advertising cookies that help us understand how the site is used and measure our Google Ads.

You can block or delete cookies in your browser settings. Blocking necessary cookies will stop parts of the site, such as signing in, from working.

Your rights

Ask for a copy of the personal information we hold about you

Ask us to correct information that is wrong

Ask us to delete information where we no longer need it

Object to or restrict certain processing

Ask for your data in a portable format

Withdraw consent where we relied on it

To exercise any of these, email info@kjplumbers.com. You can also complain to the Information Commissioner's Office at ico.org.uk.

Where an independent plumber has bought your enquiry, they are a separate controller for what they do with your details after that. Contact them directly, or contact us and we will help.

Security

Access to customer information is restricted to our staff and to the plumber handling your job. Media uploads are held in private storage and served through short-lived links. We do not store card numbers; payments are handled by Stripe.

Changes to this policy

We update this policy when the way we handle data changes. The version and date at the top always reflect the current policy.

Brands Lab Group Ltd

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