

PRIVACY STATEMENT BAXI USENSE AND BAXI CONNECT

Last updated: February 2019 [What's new?](#)

In this privacy statement we explain how we collect and use your personal data

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1. When does this privacy statement apply?

This privacy statement applies to all personal information that we collect, use, share and store about you when you use our smart thermostat and related apps and services, our monitoring service, or when you contact us about these products and services.

Smart thermostat

The smart thermostat is a Wi-Fi enabled thermostat which can be controlled with or without our thermostat app. This privacy statement applies to all personal data that we collect, use, share and store in connection with the operation of your smart thermostat, the app, and your appliance (for example your boiler or heat pump).

Monitoring service

Our monitoring service is a service which can determine the condition of your appliance and predict when maintenance should be performed. The service uses a communication module or the smart thermostat (which comes pre-installed in your house or appliance or can be installed by your own installer) to send technical data about the operation of your appliance to our servers. We make this data available to your installer via an online dashboard so that he can determine the status of your appliance and decide if maintenance is required. If your appliance is maintained by a large installation company, we may provide the technical data about the operation of your appliance directly to that company, for example via an API. Such large installation companies are responsible for collecting and using your data and informing you about their data protection practices.

For details about how we collect and use information from our websites please read our website privacy statement. That privacy statement does not apply to the collection of data via websites of third parties. See the privacy policy of those websites (if any) for more information.

This privacy statement was most recently amended on February 2019 and replaces earlier versions. We may amend this privacy statement from time to time and will notify you of any changes by posting the

revised statement on this website and informing you by e-mail or via our apps, prior to these changes taking effect.

2. Who is responsible for your data?

We are Baxi a leading manufacturer and distributor of innovative heating and hot water systems and services with offices at Brooks House, Coventry Road, Warwick, CV34 4LL, United Kingdom. Our smart thermostat is called uSense and the name of our monitoring service is Baxi Connect. For more information about Baxi and our products and services, visit www.baxi.co.uk.

Baxi is part of BDR Thermea Group, whose headquarters are in Apeldoorn, The Netherlands. BDR Thermea Group owns various well-established, globally familiar heating and hot water brands such as Baxi, De Dietrich, Remeha, Brötje, Chappée and Baymak. For more information about BDR Thermea Group and its brands, visit BDR Thermea Group's website.

Baxi and BDR Thermea Group B.V. (referred to collectively below as "Baxi" or "we") are jointly responsible for the collection and use of your personal data as described in this privacy statement. If you have any questions, remarks or complaints in relation to the processing of your personal data, please contact our customer service. Please state that you have a question about privacy or legal matters.

Baxi and BDR Thermea Group B.V. are jointly responsible for the processing of your personal data in relation to the smart thermostat and our monitoring service. We have determined our respective responsibilities for compliance with data protection obligations and have documented these responsibilities in a written arrangement. In summary, we have agreed that if you want to exercise your legal rights, such as your right of access, right to rectification and other rights described in paragraph 7, you can either contact Baxi or [BDR Thermea Group B.V.](#) Baxi and BDR Thermea Group B.V. have agreed to assist each other where necessary to ensure that you can exercise your legal rights and that your questions and complaints will be handled appropriately and with a minimum of delay.

3. Which data do we collect and how?

When you use our smart thermostat

When you use your smart thermostat and the app we collect the following data from and about you: (1) user account information, (2) setup information and data about your use of the smart thermostat and the app, (3) technical data from your appliance, and (4) information that we collect when you contact us.

1. User account information

When you connect your smart thermostat with the app you will be asked to create a user account. The account information may include your name, home address and postcode, your date of birth, and your contact details such as your e-mail address and phone number. With your permission, we use location data from your mobile device to determine your home address. The mandatory fields are explicitly marked.

2. Setup information and data about your use of your smart thermostat and the app

During setup of your smart thermostat, you will be asked a number of questions about its intended use. That includes questions regarding preferences, programming schedules, if you would like to use location-based features and other settings such as the modes selected (manual, schedule or anti-frost).

We collect data about your use of the smart thermostat, the app and your appliance. That includes data about the frequency of use (for example, button presses on the thermostat, app connect times and screen clicks), temperature set points, current temperatures, error codes and the energy consumption of your appliance. These data points are stored every hour and transmitted to our servers.

3. Technical data about your smart thermostat, app and appliance

We collect technical data about your smart thermostat, the app and your appliance. This includes the model and serial number, hardware and IP address, software version and other technical information from your appliance such as burning and pump running hours, water pressure, temperatures, fan and pump speed, valve status, energy consumption, wear and tear warnings and error codes. These data points are stored several times per minute and transmitted to our servers.

4. Information we collect when you contact us

When you send us an e-mail or chat with us, we register your communication. When you call us, our support desk will register your questions or complaints in our database. We may also monitor or record telephone calls for training purposes and to improve our service standards.

When you use our monitoring service

When you use our monitoring service we collect the following data from and about you: (1) your name, address and contact details, (2) technical data from your appliance and (3) information that we collect when you contact us.

1. Name, address and contact details

We collect your e-mail address when you register your communication module on our website. We do not collect your name and address details because that is not required for provision of the service. However, your installer may add that information to the online dashboard that he uses to monitor the technical performance of your appliance.

2. Technical data from your appliance

We collect the serial number of your appliance and the communication module and information about the technical operation of your appliance. Such information may include burning and pump running hours, water pressure, temperatures, fan and pump speed, valve status, wear and tear warnings and error codes. This data is stored several times per minute and transmitted to our servers. We make this data available to your installer via an online dashboard or directly if your appliance is maintained by a larger installation company.

3. Information we collect when you contact us

When you send us an e-mail or chat with us, we register your communication. When you call us, our support desk will register your questions or complaints in our database. We may also monitor or record telephone calls for training purposes and to improve our service standards.

We collect these data categories in the following ways: (1) we collect data you provide to us (during setup of your smart thermostat, when you create an account or register your communication module or when you contact our customer service); (2) we automatically collect data from your smart thermostat, the app or your appliance as described above; and (3) we may receive data from your installer when he activates your appliance in the online dashboard for the monitoring service.

4. How do we use your data?

We use your data for the following purposes: (1) to provide our services and to communicate with you, (2) for research purposes so that we can improve our products and services, (3) for direct marketing purposes and (4) for record keeping and complying with our statutory obligations.

1. To provide our services and to communicate with you

In order to provide our smart thermostat and monitoring services, we require most of the information described in paragraph 3.

We use your user account information and contact details to personalise your smart thermostat and the app and to send you service messages, such as news about security updates or new functionality. We use your contact details to answer your questions when you contact our customer service.

The setup information, data about your use of your smart thermostat and app and technical data from the appliance are used to create a program of temperature settings, to verify the correct functioning of your smart thermostat and the app and to send you system notifications, to improve end-user experience and, in the future, to provide you with an estimate of the energy consumption of your appliance. If you have enabled this feature, we use the location of your uSense to track local weather reports to enable smart energy functions.

If you use the monitoring services, the technical data about your appliance is recorded and made available to your installer via an online dashboard, or directly if your appliance is maintained by a larger installation company. Your installer can view this data and can determine the status of your appliance and whether maintenance is required. You can always cancel the monitoring service and the transfer of the technical data about your appliance to our database and your installer by following the opt-out instructions in the e-mail you received when you activated the monitoring service, or by contacting our customer service.

2. Research purposes to improve our products and services

We carry out research on general trends in how our customers use our products and services. We do this to get a better insight into the behaviour and preferences of our customers and to develop and improve our products and services.

To carry out our research, we may merge and analyse the following information stated in paragraph 3: setup information and data about your use of your smart thermostat and the app and technical data about your smart thermostat, app and appliance. We only use aggregated data and we do not use your name,

e-mail address or other information which directly identifies you. You have the right to object, on grounds relating to your particular situation, at any time to processing of your personal data for research purposes (see paragraph 7 below).

3. Direct marketing purposes

We use your account information and contact details to inform you about new or updated products and services from our brands that might be of interest to you. We only send you direct marketing messages with your prior opt-in. You can always unsubscribe from receiving such messages by following the instructions in the relevant marketing communication, by adjusting your account preferences (if available) or by contacting our customer service. We analyse your personal data and include personalized offers in our direct marketing messages on the basis of our legitimate interest to provide you with relevant offers. You may object to the use of your personal data for direct marketing purposes anytime (see paragraph 7 below).

4. Record keeping complying with our statutory obligations

We collect, store and use your data for internal business purposes, such as record keeping and to comply with our legal and fiscal obligations.

Legal grounds for processing personal data

We collect, use, share and store your personal data to provide our services to you, to comply with the legal obligations that we are subject to, for our legitimate interests or the interests of a third party, or, if we use your personal data for direct marketing purposes, on the basis of your consent.

If you refuse to provide personal data that we require for the performance of the contract or compliance with a legal obligation, we may not be able to provide all or parts of the services you have requested from us.

If we process your personal data for our legitimate interests or the interests of a third party, we have balanced these interests against your privacy interests. We will take measures to safeguard your privacy interests and to prevent unwarranted harm to you, as appropriate. Our legitimate interests may for example include security and safety purposes or to provide better services and offerings to you. For more information on these interests, please see the purposes for which we process your personal data above. Where we process your personal data for our legitimate interests or the interests of a third party, you have the right to object at any time on grounds relating to your particular situation (see paragraph 7 below).

5. Which third parties can access your data?

We may disclose or share your personal data with your installer and our group companies, service providers and partners for the following purposes: (1) to provide our services to you, (2) to have a third party provide a service to you, (3) to support our business functions and (4) for research and direct marketing.

1. To provide our services to you

If you use the monitoring service, we make technical data from your appliance available to your installer via an online dashboard or directly (as stated above).

When we engage a third-party installer to carry out servicing or maintenance of your appliance, we may share data and analysis results from your smart thermostat so that the third-party installer can provide you with a complete service.

2. To have a third party provide a service to you

We may offer you a service in co-operation with one of our partners, for example with regard to home automation. In that case, we may share your personal data with these partners to allow you to make optimum use of their or our combined services. We will only do so if we consider that the third parties will provide a welcome additional service and we will only share your data with these partners after we have informed you of our plans and with your prior consent.

We may also offer you the possibility to connect your smart thermostat to smart devices, apps or services offered by third parties. Only you decide if you want to connect your smart thermostat to a third-party device, app or service and we will always inform you beforehand which data will be accessible to such third parties. The third party will process your data in accordance with its terms of service and privacy policy. Please note that we have no control over such processing.

3. To support our business functions

We may share your personal data with trusted third parties that perform business functions or provide services on our behalf. Such parties include IT suppliers who help us with the development and maintenance of our app and IT systems and suppliers who provide hosting services. We also use agencies who help us with our marketing activities. All such third parties will be required to adequately safeguard your personal data and to only process it in accordance with our instructions.

4. Research and direct marketing

Baxi is part of the BDR Thermea Group. Within our group of companies, we may exchange information for research and direct marketing purposes (see paragraph 4 above).

We may also share your personal data with regulatory, fiscal or investigative authorities if we are required to do so by law.

We may share aggregated, non-personal information with third parties. For example, we may share trends about energy use in the home. We make sure that this non-personal information cannot be associated with specific users of our products and services.

Our group companies, service providers and partners may be based in a country outside the European Economic Area (which means all the EU countries plus Liechtenstein, Norway and Iceland). In such case there is an international transfer of personal data.

The laws of these countries may not afford the same level of protection to your personal data as the laws of, the United Kingdom Where necessary, we will ensure that adequate safeguards are in place to comply with the requirements for the international transfer of personal data such as entering into EU Standard Contractual Clauses (see article 46 GDPR). Such contracts contain standard clauses that can be concluded with third parties to ensure that the transfer of personal data to countries outside European Economic Area meets European privacy standards. In case of a third-party service, we may ask your explicit consent for the transfer of your personal data (see article 49 GDPR).

6. How do we secure your data and how long do we retain it?

We will ensure that your personal data is properly secured by using appropriate technical and organisational measures, so that it is protected against unauthorised or unlawful use, alteration, unauthorised access or disclosure, accidental or wrongful destruction or loss.

We store your data on our systems for as long as required for the purposes described in this privacy statement, unless in so far as such is necessary for compliance with statutory obligations and for solving disputes. If you delete your account, have not used our services for three years or if we no longer require your data, we delete or anonymise it. In practice this means that your personal data is generally deleted within 30 days after termination of your account.

Some information is processed and stored directly within your smart thermostat or the app. You can delete such information by resetting the thermostat to its default settings or deleting the app.

7. How can you exercise your legal rights?

You may contact our customer service to exercise any of the rights you are granted under applicable data protection laws, which includes (1) the right to access your data, (2) to rectify them, (3) to erase them, (4) to restrict the processing of your data, (5) the right to data portability and (6) the right to object to processing. Please note that we may require you to provide additional information to verify your identity.

1. Right to access

You may ask us whether or not we process any of your personal data and, if so, receive access to that data in the form of a copy. When complying with an access request, we will also provide you with additional information, such as the purposes of the processing, the categories of personal data concerned as well as any other information necessary for you to exercise the essence of this right.

2. Right to rectification

You have the right to have your data rectified in case of inaccuracy or incompleteness. Upon request, we will correct inaccurate personal data about you and, taking into account the purposes of the processing, complete incomplete personal data, which may include the provision of a supplementary statement.

3. Right to erasure

You also have the right to have your personal data erased, which means the deletion of your data by us and, where possible, any other controller to whom your data has previously been made public by us. Erasure of your personal data only finds place in certain cases, prescribed by law and listed under article 17 of the GDPR. This includes situations where your personal data are no longer necessary in relation to the initial purposes for which they were processed as well as situations where they were processed unlawfully. Due to the way we maintain certain services, it may take some time before backup copies are erased.

4. Right to restriction of processing

You have the right to obtain the restriction of the processing of your personal data, which means that we suspend the processing of your data for a certain period of time. Circumstances which may give rise to this right include situations where the accuracy of your personal data was contested but some time is needed for us to verify their (in)accuracy. This right does not prevent us from continue storing your personal data. We will inform you before the restriction is lifted.

5. Right to data portability

Your right to data portability entails that you may request us to provide you with your personal data in a structured, commonly used and machine-readable format and to have such data transmitted directly to another controller, where technically feasible. Upon request and where this is technically feasible we will transmit your personal data directly to the other controller.

6. Right to object.

You also have the right to object to the processing of your personal data, which means you may request us to no longer process your personal data. This only applies in case the 'legitimate interests' ground (including profiling) constitutes the legal basis for processing (see paragraph 4).

At any time and free of charge you can object to direct marketing purposes in case your personal data are processed for such purposes, which includes profiling purposes to the extent that it is related to such direct marketing. In case you exercise this right, we will no longer process your personal data for such purposes.

There may be situations where we are entitled to deny or restrict your rights described in this paragraph. In any case, we will carefully assess whether such an exemption applies and inform you accordingly.

We may, for example, deny your request for access when necessary to protect the rights and freedoms of other individuals or refuse to delete your personal data in case the processing of such data is necessary for compliance with legal obligations. The right to data portability, for example, does not apply in case the personal data was not provided by you or if we process the data not on the basis of your consent or for the performance of a contract.

You can also contact us at if you have any questions, remarks or complaints in relation to this privacy statement. If you have any unresolved concerns, you also have the right to lodge a complaint with your Data Protection Authority.

Contact details of our Privacy Compliance Manager

Our Privacy Compliance Manager is here to help. If you have any questions or concerns relating to the handling of your personal data, queries related to subject access requests, third parties whom we share your data with, your rights or want to make a complaint about how we are processing your data, you can get in touch.

Privacy Compliance Manager

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