

Privacy Policy – VisionAir Broadband

Last updated: 1 January 2026

VisionAir Broadband (“**VisionAir**”, “**we**”, “**us**”, “**our**”) is committed to protecting your privacy and handling your personal data responsibly and transparently.

This Privacy Policy explains how we collect, use, store, and protect personal data when you use our services, including **VisionGuard**.

VisionAir Broadband is a trading name of **VisionAir Group Ltd**, registered in the United Kingdom and registered with the **Information Commissioner’s Office (ICO)**.

1. Who We Are

Data Controller:

VisionAir Group Limited (trading as VisionAir Broadband)

Contact for data protection matters:

kyle@visionair.group

This Privacy Policy applies to **all customers**, including residential and business users.

2. What Personal Data We Collect

We collect only the data necessary to provide and manage our services.

a) Information you provide

- Name
- Installation and billing address
- Email address
- Telephone number
- Account and service details
- Communications with us (email, messages, support queries)

b) Technical & network data

- IP addresses
- Device identifiers (such as MAC addresses)
- Network performance and usage statistics (e.g. uptime, bandwidth usage, diagnostics)

- Equipment information relating to your connection

We **do not routinely monitor the content** of internet traffic passing over our network.

3. Network Monitoring & Traffic Inspection

VisionAir Broadband actively monitors the network to ensure:

- Stability and reliability
- Fault detection and diagnostics
- Abuse prevention
- Network security

This monitoring focuses on **network performance and behaviour**, not the content of communications.

VisionGuard exception

Where **VisionGuard** is enabled on a customer's service, **limited inspection of traffic may occur** as required for VisionGuard to function effectively. This inspection is used solely to:

- Apply DNS-based filtering
- Block known malicious or harmful domains
- Enforce content or security policies selected as part of the service

VisionAir does **not** use traffic inspection for advertising, profiling, or selling data.

4. How We Use Personal Data

We use personal data to:

- Provide and manage broadband services
- Install, maintain, and support customer connections
- Monitor and protect the network
- Respond to enquiries and support requests
- Manage billing and accounts
- Detect and prevent misuse, abuse, or security threats
- Meet legal and regulatory obligations

5. Lawful Basis for Processing

Under UK GDPR, we process personal data using the following lawful bases:

- **Contract** – to provide services you have signed up for
- **Legal obligation** – to comply with laws and regulations
- **Legitimate interests** – to operate, secure, and maintain our network
- **Consent** – where required (for example, optional services)

6. VisionGuard Data Processing

VisionGuard is an optional DNS-based filtering and network protection service.

When VisionGuard is enabled:

- DNS requests may be analysed to determine whether access should be allowed or blocked
- Security and filtering events may be logged for service operation and troubleshooting

Logs are used strictly for:

- Service delivery
- Network protection
- Diagnostics

VisionGuard does **not guarantee security** and does not replace endpoint protection or safe user practices.

7. Data Sharing

We do **not sell personal data**.

We may share limited data with trusted third parties where necessary, including:

- Payment processors
- Network infrastructure and monitoring platforms
- Hosting or cloud service providers
- Regulatory bodies or law enforcement where legally required

All third parties are required to handle data securely and lawfully.

8. Data Retention

We retain personal data only for as long as necessary:

- Customer account data: for the duration of the service and a reasonable period after termination
- Billing and financial records: as required by UK law
- Network and security logs: retained only for operational and security purposes

Data is securely deleted or anonymised when no longer required.

9. Data Security

We apply appropriate technical and organisational measures to protect personal data, including:

- Restricted access to systems
 - Secure infrastructure and network controls
 - Encrypted connections where appropriate
 - Staff access limited to a need-to-know basis
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10. Your Rights

Under UK data protection law, you have the right to:

- Access your personal data
- Request correction of inaccurate data
- Request deletion of data (where applicable)
- Restrict or object to processing
- Request data portability
- Withdraw consent where processing is based on consent

Requests can be made by contacting kyle@visionair.group.

11. Automated Decision-Making

VisionAir Broadband does **not** carry out automated decision-making or profiling that produces legal or significant effects on customers.

12. Cookies & Website Data

Our website may use cookies for:

- Basic functionality
- Performance and analytics
- Security

You can control cookies via your browser settings.

13. Complaints

If you have concerns about how we handle your data, please contact us first so we can resolve the issue.

You also have the right to complain to the **Information Commissioner's Office (ICO)**:
<https://www.ico.org.uk>

14. Changes to This Policy

We may update this Privacy Policy from time to time.

Any changes will be published on our website with an updated revision date.