

Marketing Policy for EnviroHub Installer App

At Atlantic Pumps Ltd, we are committed to ethical, transparent, and privacy-conscious marketing practices. The EnviroHub Installer App is a specialist tool developed for professional installers and technicians working with CM02 devices. As such, all marketing activity reflects the app's technical purpose and targeted professional audience.

1. Target Audience

Marketing for the EnviroHub Installer App is directed exclusively toward:

- Professional installers and maintenance technicians.
- Distributors, integrators, and industrial clients using EnviroHub and CM02 systems.
- Technical staff involved in environmental monitoring, control systems, and related infrastructure.

We do not market the app to consumers or general end-users, as the app is not intended for public or monitoring use.

2. Marketing Channels

Atlantic Pumps Ltd may promote the app through:

- Official websites and product documentation.
- Technical datasheets, user manuals, and system brochures.
- Direct communication with partner companies and registered clients.
- App Store listings and updates.
- Participation in industry events, exhibitions, and technical demonstrations.

We do not conduct mass marketing campaigns or consumer-targeted advertising via social media or public ad platforms.

3. Data Use in Marketing

- No personal user data is collected or used for marketing purposes from within the app.
- The app does not contain advertising or tracking tools.
- Usage data, where collected, is used solely for product improvement and never for promotional targeting.

Communication about new features or updates is limited to registered customers or partners.

4. Compliance & Permissions

All marketing content and activities adhere to:

- UK GDPR and applicable data protection regulations.
- Apple App Store policies and platform-specific requirements.
- Internal branding and usage standards to ensure clear and accurate representation.

5. Feedback and Opt-Out

If you receive marketing materials from Atlantic Pumps Ltd and wish to opt out, please contact us at marketing@atlanticpumps.co.uk. All opt-out requests are handled promptly and respectfully.