



Your privacy is important to us

At Smile we value your right to privacy and we recognise that in order to provide you with an effective and efficient service, there is certain personal information about you that we need to collect and use.

This Privacy Policy sets out how Smile manages and protects any information that you provide to us when you complete any form on this website.

Smile is a trading style of Nova Connect (UK) Ltd and is registered as a Data Controller with the **Information Commissioner's Office** under registration no. A8641667.

Smile may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from 1st October 2025.

About Us

Smile is the brand name of a company (Nova Connect (UK) Ltd) that provides visitors to its websites with the opportunity to submit their personal and/or business details to insurance brokers, intermediaries and financial advisers for the purposes of obtaining information, advice and insurance quotations that are relevant to their specific and requested insurance requirements.

These websites include. Smile-Compare.co.uk and Smile-Compare.com.

How to contact us about your personal data or this Privacy Policy

If you have any questions about this Privacy Policy or about your personal data, please email us at Info@Smile-Compare.co.uk or write to us at the following address:



Nova Connect (UK) Ltd, 3 Redwing Court, Ashton Road, Romford, Essex RM3 8QQ.

General Data Protection Regulation (GDPR)

What is the GDPR?

The General Data Protection Regulation takes effect in May 2018 and covers all EU member-countries, as well as the UK. It will also apply to the UK once it has left the EU.

The GDPR applies to the collection, storage and use of data for people residing in the EU. All personal information that we collect about you will be recorded, used, and protected by us in accordance with applicable data protection legislation and this privacy policy.

Nova Connect is defined and registered as a Data Controller. For the purposes of the General Data Protection Regulation (GDPR), the lawful basis upon which Nova Connect processes your information is that of 'consent', in that you give your expressed consent for us to gather your personal information, which is necessary for us to submit your Quotation Request to FCA-registered insurance intermediaries who will contact you directly in accordance with your insurance requirements. The same lawful basis – that of consent – also applies in relation to insurance Quotation Requests that include data relating to criminal offences.

What information do we collect and why?

When you choose to submit a Quotation Request, the data that we collect will include:

- Your name
- Your contact information including your postal address, email and telephone number(s)
- Your date of birth
- Your marital status



- Your occupational status
- Your insurance policy renewal date
- Details specific to the insurance product for which you require advice and/or quotations

Please note that this information will be released by email to only those insurance brokers that support the Category of Insurance that you actively selected during Stage 1 of the Quotation Request process, so that they may contact you by telephone and/or email in order to discuss your insurance requirements and to provide you with an insurance quotation or to take additional details from you to enable them to provide you with an insurance quotation.

Before you submit your personal data and upon your completion of the Quotation Request form, we will ask you to confirm by ticking a box that indicates your knowledge and acceptance of this Privacy Policy and that you are happy for your data to be distributed to FCA-registered insurance intermediaries. By giving your consent, you agree to Nova Connect using your personal data in accordance with this Privacy Policy and to being contacted by telephone, email or SMS text message for the purposes of obtaining advice, information and quotations relevant to your stated insurance requirements.

As an individual or on behalf of a business, if you do not wish the information that you provide to be submitted to external, third-party insurance intermediaries and/or organisations for the purposes of providing you with a quotation(s) for your immediate or future insurance requirements then you should not use this website.

We do not pass on your data to be used for any other marketing purposes. It is the responsibility of the Insurance Broker/Intermediary to whom your data is passed to contact you directly to ascertain and gain your consent for your privacy and marketing preferences. Your subsequent interaction(s) with the Insurance Broker/Intermediary falls outside the terms of this Privacy Policy.

Nova Connect will never contact you to market other products or services. We may contact you annually to remind you that your insurance policy is due if you explicitly consent to this during the Quotation Request process.

We may share your data with third parties



- a) if we are under a legal or regulatory duty to do so,
- b) if it is necessary to do so to enforce our terms and conditions or other contractual rights,
- c) to lawfully assist the police or security services with the prevention and detection of crime or terrorist activity,
- d) where such disclosure is necessary to protect the safety or security of any persons, and/or
- e) otherwise as permitted under applicable law.

How do we protect your personal details?

We have strict procedures in place governing the storage and disclosure of personal details to prevent unauthorised access and misuse. When you visit our websites, we use industry standard Secure Sockets Layer (SSL) encryption technology to guard your information.

Your data is stored in an encrypted format on with our UK based hosting company details of whom are available upon request.

Links to external websites

Smile contains links to other, third-party websites that we believe may be able to assist you with your insurance requirements. We do not have any control over these websites and once you have left Smile, we are unable to control and protect any information that you provide while visiting these third-party websites. You should satisfy yourself that their own privacy policy meets your requirements.

Email list

If you wish to 'opt-out' of receiving email communications from Smile, for example reminding you that your insurance cover is due for renewal and based upon the information you have previously provided, please email us at Info@Smile-Compare.co.uk letting us know and we will remove you from our lists.



Use of cookies – website traffic monitoring

Smile does not use cookies nor store any information on your computer during your visit or at any other time. We do use third party web traffic monitoring software (including [Google Analytics](#)) and while this information might be used to identify your computer and your location, this information is not stored by Smile or Nova Connect (UK) Ltd.

Your consent

By disclosing your personal information to Smile, you consent to the collection, storage and processing of your personal information in the manner set out in this Privacy Policy.

Smile provides you with the ability to review or change the data that we hold about you, to have your data removed (your 'right to be forgotten') or to file a complaint. We are happy to discuss any concerns you might have regarding the use of the data provided to Smile. Please contact us at Info@Smile-Compare.co.uk in relation to any aspect of your personal data.

If you have a complaint regarding any aspect of your personal data or this Privacy Policy, please email us at Info@Smile-Compare.co.uk. If you are still not satisfied with the outcome of your complaint, you may write to the Information Commissioner's Office at the following address:

Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF

Do you have any other questions about privacy? We want you to feel happy about the security of any information that you disclose through our websites and know that you have control over the way it is used. If you have any questions about our Privacy Policy, please email them to Info@Smile-Compare.co.uk and we will be glad to help.