



# Privacy Statement - Adande Refrigeration Ltd

## PRIVACY POLICY

Last Updated: January 2026

Version: 1.0

### 1. INTRODUCTION

Adande Refrigeration Ltd is committed to protecting and respecting your privacy. This privacy policy explains how we collect, use, and protect your personal information when you use our website or contact us through our website.

Company Details:

- Company Name: Adande Refrigeration Ltd
- Company Registration Number: 1812041
- Registered Address: 45 Pinbush Road, Lowestoft, NR33 7NL, United Kingdom
- Contact Email: [marketing@adande.com](mailto:marketing@adande.com)
- Website: <https://adande.co.uk/>

We are the data controller for the personal information we collect through our website. This means we are responsible for deciding how we hold and use your personal data.

### 2. INFORMATION WE COLLECT

When you submit an inquiry through our website contact form or otherwise contact us via our website, we may collect the following information:

Contact Information:

- Full name
- Email address
- Phone number
- Company/organisation name
- Job title
- Country/region

Inquiry Details:

- The content of your message or inquiry
- Any additional information you choose to provide
- Technical Information (automatically collected):

### 3. HOW WE COLLECT YOUR INFORMATION

We collect your personal information in the following ways:

Directly from you when:

- You complete and submit our website contact form
- You send us an email through our website
- You request a quote, demonstration, or product information
- You sign up for our newsletter or updates

### 4. HOW WE USE YOUR INFORMATION

We use your personal information for the following purposes:

To Respond to Your Inquiries:

- Answer your questions and provide the information you've requested
- Provide quotes, product specifications, or demonstrations
- Connect you with our sales team or authorised distributors

To Improve Our Services:

- Understand how visitors use our website
- Improve our website functionality and user experience
- Analyse trends and customer needs

Marketing Communications

- Send you information about our products and services
- Share industry news and insights relevant to your sector
- Invite you to events or trade shows
- Send you our newsletter (if you've subscribed)

Legal and Operational Purposes:

- Comply with legal obligations
- Protect our rights and property
- Maintain records of our communications with you

### 5. LEGAL BASIS FOR PROCESSING

We process your personal data under the following legal grounds:

Consent: When you submit an inquiry through our website, you are providing consent for us to process your information to respond to your request.

Legitimate Interest: We have a legitimate business interest in responding to inquiries, providing customer service, and improving our website and services. If we use your data for marketing purposes based on legitimate interest, you have the right to object at any time.

Contractual Necessity: If you request a quote or enter into a business relationship with us, processing your data may be necessary to fulfil that contract.

## 6. DATA SHARING AND DISCLOSURE

We do not sell, rent, or trade your personal information to third parties.

We may share your information with the following parties:

Service Providers:

- Email service provider (Mailchimp): To send communications and manage our email lists
- Website hosting provider: To host and maintain our website
- Analytics providers (e.g., Google Analytics): To understand website usage
- CRM systems: To manage customer relationships and inquiries

These service providers are contractually obligated to protect your data and only use it for the purposes we specify.

Authorised Distributors: If your inquiry relates to a specific region, we may share your contact details with our authorised distributors to provide you with local support and information.

Legal Requirements: We may disclose your personal information if required by law, court order, or governmental authority, or to protect our legal rights.

## 7. INTERNATIONAL DATA TRANSFERS

Your personal data is primarily stored and processed within the United Kingdom and European Economic Area (EEA).

Some of our service providers (such as Mailchimp) may process data outside the UK/EEA, including in the United States. When data is transferred internationally, we ensure appropriate safeguards are in place through:

- Standard Contractual Clauses approved by the UK Information Commissioner's Office
- Service providers certified under recognised data protection frameworks
- Adequacy decisions confirming appropriate data protection levels

## 8. DATA RETENTION

We retain your personal data for as long as necessary to fulfil the purposes outlined in this privacy policy:

Inquiry Data:

- Information from website inquiries is retained for 2 years from the date of your last contact with us
- If you become a customer, we retain data in accordance with our contractual and legal obligations

Marketing Communications:

- If you subscribe to our marketing emails, we retain your data until you unsubscribe
- If you do not engage with our marketing emails for 2 years, we will delete your data

Legal Obligations: Some data may be retained for longer periods if required by law or to defend legal claims.

After the retention period expires, your personal data will be securely deleted or anonymised.

## 9. YOUR RIGHTS

Under UK data protection law (UK GDPR), you have the following rights:

Right to Access: You can request a copy of the personal data we hold about you.

Right to Rectification: You can ask us to correct inaccurate or incomplete information.

Right to Erasure ("Right to be Forgotten"): You can request deletion of your personal data in certain circumstances.

Right to Restrict Processing: You can ask us to limit how we use your data.

Right to Object: You can object to our processing of your data, particularly for direct marketing purposes.

Right to Data Portability: You can request your data in a structured, commonly used format.

Right to Withdraw Consent: If processing is based on your consent, you can withdraw it at any time.

Right to Lodge a Complaint: You can complain to the Information Commissioner's Office (ICO):

- Website: ico.org.uk
- Helpline: 0303 123 1113

## 10. HOW TO EXERCISE YOUR RIGHTS

To exercise any of your data protection rights or if you have questions about how we handle your data, please contact us:

Email: [marketing@adande.com](mailto:marketing@adande.com)

Post: Data Protection, Adande Refrigeration Ltd, 45 Pinbush Road, Lowestoft, NR33 7NL, United Kingdom

Phone: 01502 537135

We will respond to your request within one month. If your request is complex, we may extend this by up to two months, but we will notify you and explain why.

## 11. DATA SECURITY

We implement appropriate technical and organisational security measures to protect your personal data against unauthorised access, alteration, disclosure, or destruction.

Security measures include:

- Encryption of data transmission
- Secure servers and firewalls
- Access controls limiting who can view your data

While we take all reasonable precautions, please note that no method of transmission over the internet is completely secure.

## 12. COOKIES AND TRACKING TECHNOLOGIES

Our website uses cookies and similar tracking technologies to enhance your browsing experience and analyse website traffic.

Types of cookies we use:

- Essential cookies: Required for the website to function properly
- Analytics cookies: Help us understand how visitors use our website (e.g., Google Analytics)

## 13. THIRD-PARTY LINKS

Our website may contain links to third-party websites, such as social media platforms, partner sites, or industry resources. We are not responsible for the privacy practices of these external sites. We encourage you to review their privacy policies before providing any personal information.

## 14. CHILDREN'S PRIVACY

Our website and services are not directed at individuals under the age of 18. We do not knowingly collect personal information from children. If we become aware that we have collected data from a child without parental consent, we will delete it promptly.

## 15. CHANGES TO THIS PRIVACY POLICY

We may update this privacy policy from time to time to reflect changes in our practices, technology, legal requirements, or business operations.

When we make significant changes, we will:

- Update the "Last Updated" date at the top of this policy
- Notify you via email (if you've provided your email address)
- Display a prominent notice on our website

We encourage you to review this policy periodically to stay informed about how we protect your data.

## 16. CONTACT US

If you have any questions, concerns, or requests regarding this privacy policy or our data processing practices, please contact us:

Email: [marketing@adande.com](mailto:marketing@adande.com)

Post: Adande Refrigeration Ltd, Data Protection, 45 Pinbush Road, Lowestoft, NR33 7NL, United Kingdom