

# Data Privacy Policy

We place great emphasis on the need to treat your personal data in an appropriate and lawful manner. The purpose of this notice is to make you aware of what personal data we collect, how we will process it, the procedures in place to safeguard your personal data and the rights you have in relation to it.

## How we collect your personal data

We only collect personal data about you (for example including, but not limited to, your name, address, email address and phone number) that is relevant and necessary for our commercial interaction with your business, or to provide you with useful information. We receive personal data about you in the following ways:

- Directly from you: we give you the opportunity to submit your details to us via forms on our website and will retain this data where we have either your consent or a legitimate interest in doing so (for example including, but not limited to, forms for you to request that we contact you with further information on our services or forms for you to receive our marketing newsletter); and
- Through communication with you: if you contact us, we may keep a record of that correspondence and retain your contact details where we have a legitimate interest in doing so.
- 

## What do we do with your personal data?

In the vast majority of cases, we collect, store and use your personal data where we have a legitimate interest in being able to contact you in a business context:

- In order to carry out our obligations arising from any contracts entered into with your business, and for dealing with orders and accounts for the supply of products and services;
- For other normal administrative or commercial purposes, and to ensure consistency and quality of products and services; and
- Where we legitimately believe that certain of our products and services will be of interest to you.

If you have submitted your details to us by way of an online form, we will contact you for marketing purposes on the basis of consent given through that form.

For the remaining ways in which we might use your personal data, we will seek your consent where necessary. And where we intend to use your data for any purpose other than those set out above or for which it was collected, we will provide you with any relevant information on such processing and seek further consent from you if we need to.

## Who else might receive your personal data?

We may disclose your personal data to third parties where it is in our legitimate interests to do so, or where it is necessary (i.e. to fulfil an order made by you). We engage other organisations and individuals to perform functions on our behalf, for example delivery services, and need to provide them with certain information so they can perform their function.

We may also disclose your personal data to third parties:

- In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets;
- If we are acquired by a third party, in which case personal data held by us about our customers will be one of the transferred assets; and
- If we are under a duty to disclose or share your personal data (i) in order to comply with any legal obligation; (ii) in order to enforce or apply other agreements; or (iii) to protect the rights, property, or safety of us, our customers, or others.

## Do you have to give us your data?

- If you are an existing and ongoing customer or supplier of Watermota Ltd, we will need to keep the details of at least one appropriate contact person in order to carry out our obligations arising from any contracts entered into with your business, and for dealing with orders and accounts for the supply of products and services. Otherwise, if you do not have an existing relationship with Watermota Ltd you are under no obligation to give us your data for marketing purposes, however if you choose not to do so you may miss out on certain news and offers relating to our business.

## How long will we keep your personal data?

We will keep your personal data for no longer than is necessary for our purposes and is required by law. Generally, where we keep your information for our marketing purposes only, your information will be kept with us until you notify us that you no longer wish to receive marketing correspondence from us.

## What rights do you have in respect to your personal data?

### “Delete it, Freeze it, Correct it”

You can:

- Request access to the personal data we hold about you (see “Making a Subject Access Request” below);
- Ask us to delete personal data we hold about you under certain circumstances (for example, where it is no longer necessary for our purposes);
- Ask us to freeze our processing of your personal data under certain circumstances (for example, where you challenge the accuracy of the data we hold on you); and
- Ask us to correct any inaccurate personal data we hold about you.

## Who can you complain to?

If you wish to raise a complaint about how we have handled your personal data, please contact [dm@watermota.co.uk](mailto:dm@watermota.co.uk) and we will investigate the matter. If you are not satisfied with our response or believe we are not processing your personal data in accordance with the law, you can escalate your complaint to the data protection authority in your jurisdiction.

The Information Commissioner’s Office  
Water Lane  
Wycliffe House  
Wilmslow  
Cheshire SK9 5AF

[01625 545745](tel:01625545745)

E-mail: [international.team@ico.org.uk](mailto:international.team@ico.org.uk)

Website: <https://ico.org.uk>.

## Making a subject access request

If you would like to request access to the personal data we hold about you, you must make a written request to us either by email to [dm@watermota.co.uk](mailto:dm@watermota.co.uk) or by mail to our address in the "Contact" section of this website (with the subject line as "Subject Access Request, [Insert Your Name]"). We will provide the first copy of your personal data for free, but may charge a reasonable fee for our administrative costs if you ask for any further copies. You can specify the format in which you would like to receive your personal data, and if you choose not to specify we will provide it to you in the same format as your request (for example, if the request is made by letter we will provide paper copies, and if the request is made by email we will provide copies in commonly used electronic formats).

Please note that we need to balance your rights against those of others, and there may be some information that contains a third party's confidential data which we are unable to send you. We will endeavour to comply with your request within one month of receipt and will not cause any undue delays.

## Who to contact

If you have any further questions in relation to our processing of your personal data, please contact [dm@watermota.co.uk](mailto:dm@watermota.co.uk). Please note that Watermota Ltd has not designated a Data Protection Officer under the General Data Protection Regulation.