



# Privacy Policy

## April 2025

**For**

**Richardson BE Distributors Ltd**

The Business Centre  
Morley Carr Road  
Low Moor  
Bradford  
BD12 0RA

Date 25/04/25

## AMENDMENTS RECORD

### General

Amendments to this document must be approved before release. The person making the amendment is to complete the table below, so that a record can be kept of the status of the document.

### Comments

Comments by staff as to the content & any suggested improvements should be addressed to Management in the first instance.

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| <b>Amendment number</b> | <b>Amended by</b> | <b>Date amended</b> | <b>Approved By</b> |
|-------------------------|-------------------|---------------------|--------------------|
| 001                     |                   |                     |                    |
|                         |                   |                     |                    |
|                         |                   |                     |                    |

## 1. Purpose of this Policy

This Privacy Policy sets out how Richardson BE Distributors Ltd collects, uses, and protects any personal data we hold, specifically in relation to email marketing and prospective business communications. It is to be read in conjunction with our GDPR Policy (last updated February 2023), and adheres to the principles and guidance issued by the Information Commissioner's Office (ICO).

## 2. Our Commitment to Data Privacy

We are committed to ensuring that your privacy is protected and that your personal data is processed in a fair, lawful, and transparent manner. We only use personal information in ways that are compatible with your expectations and rights under data protection law.

## 3. What Data We Collect

We may collect and process the following information about individuals at prospective companies:

- Name and job title
- Company name and business contact details (email address, phone number)
- Business-related interests or preferences
- Communication history and responses

We do not collect or process any sensitive personal data (special category data) for marketing purposes.

## 4. How We Collect Data

We collect business contact data from:

- Public sources (e.g. company websites, LinkedIn, online directories)
- Referrals or recommendations from existing clients
- Direct interactions (e.g. enquiries, events, or calls)
- Opt-in or consent-based forms on our website

## 5. Why We Process This Data

We process personal data on the basis of legitimate interest, to:

- Promote our office furniture and business equipment services
- Share relevant news, offers, and product updates
- Build business relationships with companies who may benefit from our services

Our legitimate interest assessment (LIA) ensures this activity is balanced against the rights and freedoms of individuals. You may opt out at any time.

## 6. How We Store & Secure Data

- Business contact data is securely stored on Prima CRM (hosted by Primary ICT)
- Email systems are hosted within Microsoft Office 365

- All third-party systems are GDPR-compliant and bound by appropriate data protection agreements

We do not transfer personal data outside the UK or EEA unless adequate safeguards are in place.

## 7. Data Sharing

We do not sell or rent data to third parties. Data is only shared:

- With service providers necessary to deliver marketing communications
- Where required by law or regulatory obligations

## 8. Data Retention

We retain business contact data for marketing purposes for up to 24 months from the last interaction, unless you request its removal earlier. Non-responsive contacts are periodically reviewed and deleted where appropriate.

## 9. Your Rights

You have the right to:

- Access the personal data we hold about you
- Request correction of inaccurate information
- Request erasure of your data
- Object to processing for direct marketing
- Withdraw consent (where applicable)

To exercise your rights, contact us at: [sales@richardsonsoffice.co.uk](mailto:sales@richardsonsoffice.co.uk)

## 10. Opt-Out of Marketing

If you no longer wish to receive marketing emails from us, you can:

- Click the "unsubscribe" link in any marketing email
- Email us directly at [sales@richardsonsoffice.co.uk](mailto:sales@richardsonsoffice.co.uk) with your request

## 11. Complaints

If you are unhappy with how we have handled your personal data, please contact us first so we can address your concerns. You also have the right to lodge a complaint with the Information Commissioner's Office (ICO):

[www.ico.org.uk](http://www.ico.org.uk)

The company Director for Richardson BE Distribution Limited is

Steven Richardson

The contact details are:

**Richardson BE Distributors Ltd**

The Business Centre  
Morley Carr Road  
Low Moor  
Bradford  
BD12 0RA

Telephone: 01274 675515

Email: sales@richardsonsoffice.co.uk

Signed:



**Steven Richardson**  
**Director**

**Date: 25th April 2025**

