

How we protect your data in house and with key stakeholders

At aqualeader we take our relationship with all our customers very seriously. We would not do anything to compromise this and as such we do not sell, rent or profit from any of the data that we hold. We realise that we hold your business data as a result of you being our contractual customer, us being your supplier of products or you having made recent legitimate business enquiries to us. The data that we hold is unlikely to be personal as it pertains to the business with which we work with / sell to. As such, should we hold your name or phone number, these are solely as a result of you being business facilitators for aqualeader and your company's business relationship. We do not hold any bank details about any customers and should anyone pay us using a credit card, these details are immediately destroyed and no record of them is kept as per our virtual terminal compliance policy.

We hold your data to enable us to fulfil our requirements to you and these are stored on software that is compliant with GDPR. We only ever share your business details with our key stakeholders, such as our engineers, couriers etc to enable them to undertake the necessary work required to fulfil our contractual obligations to you. As the data we hold is purely business data it is outside the current scope of the GDPR and we follow the PERC guidelines regarding communications. However, we are committed to go further than the bare minimum which is why we are sending this communication and operate a policy of transparency regarding our data. Should we contact you in the future via email (outside of an email specific only to you) we will ensure the following:

That we only contact you with regard to information that is relevant to your contract (such as turning off coolers over holidays, new terms and conditions, or updated care information about your coolers). Any information we send will have the likelihood of a legitimate interest to your business (such as a new upgraded product) or to make you aware of other products we offer, within the scope of the hot and cold drinks industry. We may also send you information about our company (such as to advise you of a new operating system, or to advise you of changes to our invoicing system etc).

You have the right to request what data we hold on you and we will process all requested within a 1 month time frame. Should you cease your business relationship with aqualeader, we will retain basic information about your business / company to enable us to be compliant with HMRC protocol. We have worked hard to ensure we have checked all our supply chain to ensure they are taking appropriate steps to guard your business details should they ever be given them, and our full policy is available on request.