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Sorellon Limited — Privacy Policy

Last updated: October 2025

1. Introduction

This Privacy Policy explains how Sorellon Limited ("Sorellon", "we", "us", or "our") collects, uses, stores, and protects personal information in the course of our business operations. We are committed to complying with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. We act as the data controller in respect of the personal information described below. By interacting with our website, purchasing goods or services, or otherwise engaging with us, you agree to the terms of this Policy.

2. Data We Collect

We collect and process the following categories of personal data, as relevant to the relationship:

- **Identity Data:** full name, job title, employer, and contact preferences.
- **Contact Data:** business address, email, and telephone number.
- **Transactional Data:** records of orders, invoices, and payments.
- **Technical Data:** IP address, browser type, operating system, device identifiers, and usage statistics.
- **Marketing Data:** your communication preferences and interactions with our campaigns.

We may collect this data directly from you, through our website, or from publicly available sources such as Companies House, government frameworks, or professional directories.

3. How We Use Personal Data

We process personal data only where there is a lawful basis under UK GDPR, including:

- **Performance of a contract:** to supply goods or services, manage deliveries, and process payments.
- **Legal obligation:** to maintain records, issue invoices, and comply with tax, audit, or regulatory duties.
- **Legitimate interests:** to operate, improve, and secure our business, including client relationship management, quality control, and fraud prevention.
- **Consent:** for optional marketing communications or where required by law.

We do not use automated decision-making that produces legal or similarly significant effects.

4. Disclosure and Data Sharing

We only share personal data where necessary and with appropriate safeguards. This may include:

- Service providers who perform functions on our behalf (IT support, logistics, payment processing).
- Professional advisers such as auditors, accountants, or legal counsel.
- Regulatory bodies or law enforcement where required by law or to enforce our rights.

All third parties are bound by written agreements requiring compliance with applicable data protection legislation and confidentiality. We never sell or rent personal data to any third party.

5. International Transfers

Where data is transferred outside the United Kingdom (for example, to a cloud service provider or logistics partner), we ensure that adequate safeguards are in

place, such as the UK Addendum to the EU Standard Contractual Clauses or equivalent mechanisms approved by the ICO.

6. Data Retention

We retain personal data only for as long as necessary to fulfil the purposes for which it was collected, including any legal, accounting, or reporting requirements. In practice, most business-to-business data is retained for up to six (6) years after the end of the contractual relationship, unless a longer period is required by law.

7. Data Security

We maintain appropriate technical and organisational measures to protect personal data from loss, misuse, or unauthorised access. These include encrypted storage, restricted access controls, secure disposal protocols, and staff confidentiality obligations.

8. Your Rights

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

- **Access:** request a copy of the personal data we hold about you.
- **Rectification:** correct any inaccurate or incomplete data.
- **Erase:** request deletion of personal data where legally permissible.
- **Restriction:** limit processing in certain circumstances.
- **Data portability:** receive your data in a structured, commonly used format.
- **Objection:** object to processing based on legitimate interests or direct marketing.

Requests should be made in writing to sales@sorellon.com or by post to our registered address below. We will respond within one month in accordance with statutory obligations.

9. Cookies and Website Analytics

Our website uses cookies and similar technologies to improve functionality and analyse traffic. You may control cookie settings through your browser; disabling cookies may affect certain site features. For analytics, we use aggregated, non-identifiable information to assess performance and user engagement.

10. Updates to This Policy

We may amend this Privacy Policy periodically to reflect legal, technical, or business changes. The latest version will always be available at <https://sorellon.com/privacy> and will supersede previous versions.

11. Contact Information

Data Protection Officer

Sorellon Limited

United Kingdom

Email: sales@sorellon.com

Web: www.sorellon.com

If you believe we have not complied with data protection law, you may lodge a complaint with the Information Commissioner's Office (ICO) at www.ico.org.uk.

12. Governing Law

This Privacy Policy and any dispute or claim arising from it shall be governed by and construed in accordance with the laws of England and Wales.

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