



Privacy Policy

Any personal information you provide to us will not be released, sold, or rented to any entities or individuals outside of Phoenix Dispensed Drinks Ltd. We will collect, store and process personal information about you to fulfil any service you might request and secondly improve how, as a company, we serve you. This Privacy Policy describes how we will use your information and how you can exercise your rights with respect to your personal information. It will be treated according to the standards set by GDPR (General Data Protection Regulation) on acceptable data retention and protection.

Collecting personal information

We may collect, store and use the following personal information for business purposes:

- Information that you provide to us when making an enquiry over the phone, on our premises or with a member of our field teams (your name, email address, contact number(s)).
- information relating to entering a contract with us for purchase of our goods and services (your name, address, telephone number, email address, contact number(s), employment details, bank sort code and account number, credit/debit card details, marital status and previous address details).
- Information that you provide when completing an order (including your name, delivery address, credit/debit card details).
- Information gathered when agreeing with the terms and conditions of the contract made between you and Phoenix Dispensed Drinks (company registration number, VAT registration number, name and address, trading name, trading address and individual purchase target).
- Information for payment purposes (direct debit and credit application forms, including bank name and address, bank sort code and account number, marital status and previous address details).

Other information we may collect -

- details of purchase history and sales performance on your account
- Any records of communication between you and Phoenix Dispensed Drinks (by email, phone, SMS, letter, fax)
- CCTV footage if you visit our premises

How we will use your information

We use your information to administer the contract we have entered with you, process your orders, manage your account and if you agree, inform you about products and services we think maybe of interest to you.

We will also use it for the following reasons-

- Determining the terms on which you work with us
- Paying you if you are a supplier
- Making decisions about your continued contract

If you have consented to marketing via our telesales agents, you can opt out of marketing calls at any time, please let us know if you would like to opt out by calling 01384 241113. We do not engage in any other marketing communications via email or subscription.

Security of personal information

We will take all reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information.

We will store all the personal data and financial transaction data you provide on our secure password and firewall protected servers or in hard copy format in our secure storage areas.

We will only hold data that's valid and relevant to the purposes we have told you about and limit this only to those purposes.

We will not hold your personal information for any longer than is necessary.

Disclosing personal information

We may disclose your personal information to any of our staff, suppliers or subcontractors where we need to perform the contract we have entered with you, and only where it would be reasonable to do so, (If consent is necessary to facilitate this sharing, we will ensure it is obtained prior to processing) and in the following circumstances;

- to the extent that we are required to do so by law;
- in connection with any ongoing or prospective legal proceedings;
- in order to establish, exercise or defend our legal rights for the purposes of fraud prevention
- In the event that we sell any business or assets we may disclose personal information to the prospective seller or buyer and if a sale is completed personal information held by us about our customers will be one of the assets transferred.

Your rights and access to your information

You have the right as an individual to find out what information we hold about you and you also have the right to ask us to destroy the information, and/or not use the information. We will make all practical efforts to respect your wishes as soon as possible. If you would like to request details of the information we hold about you, you can request a "subject access request". Please email or write to us on the contact information at the bottom of this page.

Upon such request we may request proof of identity to ensure the safety of your data. We will then provide a response within 72 hours of your request, providing the data in the most practical format unless otherwise instructed. Please be aware that we may withhold personal information that you request to the extent permitted by law.

It is important that the personal information we hold about you is accurate and current. Please keep us informed if your personal information changes during your working relationship with us.

ICO Registration

We are registered as a data controller with the Information Commissioner's Office and our registration number is **A8261218**.

If you have any specific questions or concerns about the use of your data or would like to speak to someone about our privacy policy then please email lauren@phoenixdispensed.co.uk or write to us at **Phoenix Dispensed Drinks, Unit 1, Crescent Industrial Estate, Peartree Lane, Dudley, DY2 0QQ**.