

## Hydronix Privacy and Personal Data Protection Policy

---

Hydronix Limited (“Hydronix”, “we”, “us” or “our”) is committed to protecting personal data and handling it in a transparent, lawful and secure manner. This Privacy Notice explains how Hydronix collects, uses, stores and shares personal data relating to customers, prospective customers, suppliers, distributors, resellers, website users, event contacts and other individuals who interact with us.

This notice is intended to help you understand:

- what personal data we collect;
- how we use it;
- the lawful bases we rely on;
- who we share it with;
- whether we transfer it internationally;
- how long we keep it; and
- your rights under UK data protection law.

### 1 Who we are

Hydronix Limited is the controller of the personal data covered by this Privacy Notice. This means we decide how and why your personal data is used.

Hydronix Limited  
Units 11–12 Henley Business Park  
Pirbright Road  
Normandy  
Guildford  
Surrey  
GU3 2DX  
United Kingdom

Telephone: +44 (0) 1483 468900

Website: [www.hydronix.com](http://www.hydronix.com)

[Contact us online](#)

If you have questions about this Privacy Notice or how we use your personal data, please contact us using the details above or via the relevant contact details published on our website.

### 2 The personal data we collect

We may collect and use personal data such as:

- name;
- business name and company details;
- job title;
- email address;
- telephone number;
- postal address;
- country and market region;
- correspondence records;
- enquiry details;

- quotation, order, account and transaction information;
- event registration and attendance details;
- records of meetings, calls and emails;
- website form submissions;
- marketing preferences;
- technical and usage data collected through our website, including cookies and similar technologies where applicable.

We may also receive personal data indirectly, for example from colleagues within your organisation, resellers, distributors, business partners, publicly available business sources, event organisers, or other lawful business introductions.

### **3 How we collect personal data**

We may collect personal data directly from you when you contact us by email, phone, post or via our website; submit a website form; request information, support, quotations or documentation; place an order or discuss a potential purchase; register for or attend a trade show, webinar, exhibition or other event; give us your business card or otherwise share your contact details in a business context; subscribe to marketing communications; or otherwise communicate with us in the course of business.

We may also collect some personal data automatically through cookies and similar website technologies. More information should be provided in your cookie notice or cookie banner arrangements.

### **4 How we use personal data**

We use personal data for legitimate and proportionate business purposes, including to:

- respond to enquiries and requests;
- provide product, technical and commercial information;
- manage customer, supplier, reseller and partner relationships;
- process orders, deliveries, payments and related administration;
- provide support, service communications and after-sales assistance;
- manage warranties, repairs, returns and complaints;
- administer events, exhibitions, meetings and webinars;
- send business communications and, where permitted, marketing communications;
- operate, secure and improve our website, systems and services;
- maintain business records and internal reporting;
- prevent fraud, misuse and security incidents; and
- comply with legal, regulatory and contractual obligations.

### **5 Our lawful bases for processing**

Depending on the purpose, we may rely on one or more of the following lawful bases under UK GDPR:

#### **5.1 Legitimate interests**

We process personal data where it is necessary for our legitimate interests or those of a third party, provided those interests are not overridden by your rights and freedoms. This may include managing business relationships, responding to enquiries, improving services, maintaining records, securing systems, and promoting relevant products and services in a business-to-business context.

## 5.2 Contract

We may process personal data where it is necessary to enter into or perform a contract with you or your organisation, including supplying products, support or related services.

## 5.3 Legal obligation

We may process personal data where necessary to comply with legal or regulatory obligations, including accounting, taxation, anti-fraud, export control, sanctions, health and safety, and responding to lawful requests from authorities.

## 6 Marketing communications

We may send you marketing or promotional communications where permitted by law and where we think they are relevant to your business relationship with Hydronix.

You can opt out of marketing communications at any time by using the unsubscribe link in the communication, where available; contacting us directly; or updating your preferences where such functionality is provided.

Opting out of marketing does not affect service-related communications that are necessary for our business relationship with you.

## 7 Sharing personal data

We do not sell your personal data.

We may share personal data where necessary with:

- Hydronix associates;
- distributors, resellers and channel partners involved in serving your account or region;
- service providers and processors who support our operations;
- professional advisers such as lawyers, auditors, insurers and accountants;
- event organisers and relevant business partners, where necessary;
- logistics, shipping or payment providers where relevant; and
- regulators, courts, law enforcement agencies or government authorities where required by law or where necessary to establish, exercise or defend legal claims.

## 8 Use of third-party tools, platforms and processors

Hydronix uses selected third-party tools and platforms to support its business operations. These may include systems used for customer relationship management; sales and account management; marketing communications; website hosting and website forms; analytics and website performance monitoring; customer support and service administration; event and webinar management; finance and business administration; cloud hosting, collaboration and document management; and IT support, security and backup services.

These providers may process personal data on our behalf as our processors. Where they do so, we require them to act only on our instructions, keep the data confidential, apply appropriate security measures, and handle the data in accordance with applicable data protection law. If a provider acts as an independent controller for its own purposes, its own privacy information will apply to that processing.

Hydronix may use selected artificial intelligence and machine learning tools to support business operations, such as drafting, summarising, translation, customer support, data analysis, document management, security, and productivity tasks. Where personal data is processed by such tools on our

behalf, we require appropriate contractual, security and confidentiality controls, including restrictions on use of the data for the provider's own purposes or model training unless we have assessed and permitted that processing in accordance with applicable data protection law.

## 9 International transfers

Some of the organisations we share personal data with, including associates, resellers or service providers, may be located outside the United Kingdom, or may access personal data from outside the United Kingdom.

Where this happens, we will take steps to ensure that personal data remains protected and that any restricted transfer is carried out in accordance with UK data protection law. Depending on the circumstances, this may include relying on a UK adequacy regulation, the International Data Transfer Agreement, the UK Addendum to standard contractual clauses, or another lawful transfer mechanism permitted under UK GDPR.

## 10 Data retention

We keep personal data only for as long as reasonably necessary for the purposes for which it was collected, including managing ongoing business relationships, providing products and services, maintaining support, warranty and transactional records, meeting legal, tax, accounting and regulatory requirements, resolving disputes, and establishing, exercising or defending legal claims.

Retention periods may vary depending on the type of record, the relationship involved and legal requirements. When personal data is no longer needed, we will delete it, anonymise it, or securely dispose of it where appropriate.

## 11 Data security

We take appropriate technical and organisational measures designed to protect personal data against accidental or unlawful destruction, loss, alteration, unauthorised disclosure or unauthorised access.

These measures may include access controls and role-based permissions; system security controls; confidentiality obligations for staff and service providers; security monitoring and incident management procedures; appropriate contractual controls with processors and suppliers; and measures designed to maintain the confidentiality, integrity and availability of personal data.

No transmission over the internet or public network can ever be guaranteed to be completely secure, but we take reasonable steps to reduce risk and respond appropriately to incidents.

## 12 Personal data of children

Hydronix's products and services are intended for businesses and professional users. We do not knowingly collect personal data from children in connection with our normal business activities. If we become aware that personal data relating to a child has been collected inappropriately, we will take reasonable steps to delete it.

## 13 Your rights

Subject to applicable law, you may have the right to:

- request access to the personal data we hold about you;
- request correction of inaccurate or incomplete personal data;
- request erasure of your personal data in certain circumstances;
- request restriction of processing in certain circumstances;



- object to processing based on legitimate interests;
- request the transfer of certain personal data to you or another controller, where applicable;
- withdraw consent at any time where processing is based on consent; and
- lodge a complaint with the Information Commissioner's Office.

To exercise your rights, please contact Hydronix using the contact details in this notice. We may need to verify your identity before responding. In some cases, rights are subject to legal limits or exemptions.

## **14 Complaints**

If you have concerns about how we use your personal data, we would appreciate the opportunity to address them first using our [feedback form online](#). You also have the right to complain to the Information Commissioner's Office in the UK if you believe your personal data has been handled unlawfully.

## **15 Changes to this Privacy Notice**

We may update this Privacy Notice from time to time to reflect legal, technical or business developments. The latest version should be made available on our website and, where appropriate, otherwise provided on request.