



## Privacy Policy

### 1. Introduction

We are committed to safeguarding the privacy of our website visitors and service users. This policy applies where we act as a data controller with respect to personal data, determining the purposes and means of processing.

We use cookies on our website. Where cookies are not strictly necessary for the provision of our services, we request your consent when you first visit our site.

Our website includes privacy controls that allow you to manage marketing preferences. You can change these preferences via links in our emails.

### 2. How We Use Your Personal Data

We process personal data under the following lawful bases: consent, contract performance, legal obligation, and legitimate interests.

Categories of data processed:

- **Usage Data:** IP address, location, browser type, etc. Used for analytics.  
Basis: legitimate interests.
- **Account Data:** Name, email, address.  
Basis: contract performance or legitimate interests.
- **Enquiry Data:** Information submitted via forms.  
Basis: consent.
- **Customer Relationship Data:** Contact details, employer, job title.  
Basis: legitimate interests.
- **Transaction Data:** Contact and payment details.  
Basis: contract performance.
- **Notification Data:** Email subscriptions.  
Basis: consent.
- **Correspondence Data:** Communication content and metadata.  
Basis: legitimate interests.

We may also process data for compliance with legal obligations or to protect vital interests.

### 3. Providing Your Personal Data to Others

We share data with:

- Group companies.
- Insurers and professional advisers.
- Service providers (e.g., call centres, mailing houses) under strict contractual obligations.
- Debt recovery agents for unpaid accounts.

All third parties are required to comply with GDPR and delete data after fulfilling their obligations.

## 4. International Transfers

Where data is transferred outside the UK/EU (e.g., MailChimp, Hootsuite), we implement appropriate safeguards such as Standard Contractual Clauses or rely on adequacy decisions.

## 5. Retention and Deletion

Data is retained only as long as necessary:

- Usage Data: 2-10 years.
- Account and Customer Relationship Data: up to 84 months post-contract.
- Enquiry Data: 30 days-6 months.
- Transaction Data: minimum legal retention period.
- Correspondence Data: 30 days-12 months.

Secure deletion methods are applied after retention periods.

## 6. Amendments

We may update this policy periodically. The latest version will be published on our website with a clear “last updated” date.

## 7. Your Rights

Under GDPR, you have rights to:

- Access, rectification, and erasure.
- Restrict or object processing.
- Data portability.
- Withdraw consent.
- Lodge a complaint with the ICO.

We will respond to rights requests within one month. Contact details for exercising rights are provided below.

## 8. Automated Decision-Making

We do not use automated decision-making or profiling. If this changes, we will update this policy and provide the required information.

## 9. Data Breach Notification

In the event of a personal data breach, we will notify affected individuals and the ICO as required by law.

## 10. Children’s Data

Our services are not directed at children. If we process data from individuals under 16, parental consent will be obtained.

## 11. Cookies

We use cookies for functionality and analytics. Full details are in our <https://morrislubricants.co.uk/cookies>

## 12. Contact Details

This website is owned and operated by Morris Lubricants. We are a trading division of Paterson Enterprises Ltd. We are registered in England and Wales under registration number 4930959.

Morris Lubricants, 38-41 Castle Foregate, Shrewsbury, SY1 2EL.

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Data Protection Officer: Caroline Walton, [dpo@patersonenterprises.co.uk](mailto:dpo@patersonenterprises.co.uk).

Supervisory Authority: Information Commissioner's Office (ICO) – <https://ico.org.uk/>

**Last Updated: November 2025**

## 13. Version History

Issue	Description of Change	Approved By	Date of Issue
1	Initial issue	DPO	22/05/2018
2	Added clause on third-party call centres and mailing houses	DPO	08/09/2021
3	Added clause on debt recovery agents	DPO	07/06/2024
4	Full GDPR compliance review and updates	DPO	19/11/2025