

Privacy Policy for Burogroup (Europe) Ltd

Last Updated: 7 October 2026

1. Introduction

Welcome to **Burogroup (Europe) Ltd** ("we", "us", or "our"). We are a business-to-business (B2B) manufacturer and supplier of window furnishings. We respect your privacy and are committed to protecting your personal data.

This privacy policy explains how we collect, use, and look after the personal data of our business clients, suppliers, and website visitors in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

2. The Data We Collect About You

While our business is entirely B2B, we still process the personal data of the individuals who work for our clients and prospects. We may collect, use, store, and transfer the following kinds of personal data:

- **Identity Data:** First name, last name, title, and job role/position.
- **Contact Data:** Billing address, delivery/site address, telephone and mobile numbers, and corporate email addresses. *(For the purposes of this policy, a "corporate email address" is defined as any email address you provide to us—including standard webmail accounts like Gmail or Outlook—for the purpose of communicating with us regarding your business).*
- **Financial and Transaction Data:** Bank account details, payment card details, and records of products you have purchased from us.
- **Technical and Usage Data:** Internet protocol (IP) address, browser type, operating system, and information about how you use our website, gathered via cookies and analytics tools.
- **Communications Data:** Records of our correspondence, including direct emails, phone calls, SMS/text messages, WhatsApp messages, and notes from trade shows or in-person meetings.

3. How We Collect Your Data

We use different methods to collect data from and about you, including:

- **Direct Interactions:** You may give us your Identity, Contact, and Financial Data by filling in forms on our website or account portal, handing us a business card at a trade show, or corresponding with us by post, phone, email, SMS, or WhatsApp.
- **Automated Technologies:** As you interact with our website, we automatically collect

Technical Data about your equipment and browsing actions using cookies and server logs.

4. How We Use Your Personal Data

We will only use your personal data when the law allows us to. Below is a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so.

Purpose / Activity	Type of Data	Lawful Basis for Processing
Registering you as a new B2B customer	Identity, Contact	Performance of a contract with your business
Processing and delivering orders (managing freight to construction sites)	Identity, Contact, Financial, Transaction	Performance of a contract; Legitimate interests (efficient fulfillment)
Managing payments, fees, and collecting money owed to us	Identity, Contact, Financial, Transaction	Performance of a contract; Legitimate interests (recovering debts due to us)
Using CRM software to manage our relationship and track project timelines	Identity, Contact, Communications	Legitimate interests (keeping records updated and studying how clients use our products)
Delivering B2B marketing and newsletters	Identity, Contact, Technical	Legitimate interests (developing our products and growing our business)

Note on B2B Marketing: Under UK law, we may send corporate marketing emails, texts, or WhatsApp messages to corporate entities (e.g., Limited companies) on an "opt-out" basis. If you operate as a sole trader or non-limited partnership, we will generally seek your explicit consent (opt-in) for marketing communications. Regardless of your business structure, you can ask us to stop sending marketing messages at any time by following the opt-out instructions provided in our communications.

5. Disclosures of Your Personal Data

To fulfill our contracts and run our manufacturing business efficiently, we may share your personal data with the following trusted third parties:

- **Logistics Partners:** Shipping, freight, and courier companies to deliver window furnishings to your facilities or directly to construction sites.
- **Operational Service Providers:** Cloud-based CRM and accounting software providers (e.g., Salesforce, Xero) used to manage quotes, accounts, and client relationships.
- **Messaging Platforms:** Third-party communication providers, such as WhatsApp (owned by Meta), used to facilitate direct business correspondence.
- **Financial Partners:** Payment processors and banks to handle transactions.
- **Marketing Platforms:** Third-party newsletter and marketing software used to send updates about our product lines or trade show appearances.

We require all third parties to respect the security of your personal data and treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes.

6. International Transfers

Some of our external third parties (such as software providers or messaging platforms like Meta) may be based outside the UK. Whenever we transfer your personal data out of the UK, we ensure a similar degree of protection is afforded to it by ensuring that safeguard mechanisms, such as the UK's International Data Transfer Agreement (IDTA) or standard contractual clauses, are implemented.

7. Data Security & Retention

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used, accessed in an unauthorized way, altered, or disclosed.

We will only retain your personal data for as long as reasonably necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting, or reporting requirements. By law, we have to keep basic information about our customers (including Contact, Identity, Financial, and Transaction Data) for six years for tax purposes.

8. Your Legal Rights

Under UK data protection laws, you have rights in relation to your personal data, including the right to:

- **Request access** to your personal data.
- **Request correction** of inaccurate data we hold about you.
- **Request erasure** of your personal data when there is no good reason for us continuing to process it.
- **Object to processing** of your data where we are relying on a legitimate interest.
- **Request restriction of processing** of your personal data.
- **Request the transfer** of your personal data to you or a third party.
- **Withdraw consent** at any time where we are relying on consent to process your personal data.

If you wish to exercise any of the rights set out above, please contact us using the details below.

You also have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection (www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO.

9. Contact Details

If you have any questions about this privacy policy or our privacy practices, please contact us at:

- **Full name of legal entity:** Burogroup (Europe) Ltd
- **Email address:** sales@buroshade.com
- **Postal address:** Research Point, Gelders Hall Road, Shepshed, Leicestershire, LE12 9NH
- **Telephone number:** 0333 050 9885