



Privacy Policy

B S Eaton Ltd

Effective Date: 14th October 2026

1. Introduction

B S Eaton Ltd is committed to protecting your personal information and respecting your privacy.

This Privacy Policy explains how we collect, use, store and protect personal data when you visit our website, contact us or do business with us.

We process personal data in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and other applicable privacy legislation.

2. Who We Are

Data Controller

B S Eaton Ltd
Coppice Lane
Cheslyn Hay
Walsall
Staffordshire
WS6 7EY
United Kingdom

Telephone: 01922 413678

Email: privacy@bseaton.co.uk

3. Personal Information We Collect

Depending on how you interact with us, we may collect:

Information you provide

- Name
- Company name



- Job title
- Email address
- Telephone number
- Postal address
- Details contained in enquiries or correspondence

Information collected automatically

When you visit our website we may collect:

- IP address
- Browser type
- Operating system
- Device information
- Pages visited
- Date and time of access
- Website usage statistics (where consent has been given)

4. How We Use Your Information

We use your information to:

- Respond to enquiries
- Supply products and services
- Process orders
- Deliver quotations
- Manage customer accounts
- Provide customer support
- Improve our website
- Meet legal and regulatory obligations
- Prevent fraud and protect our systems

We do not sell your personal information.

5. Legal Basis for Processing

We process personal data under one or more of the following lawful bases:

- Performance of a contract
 - Compliance with legal obligations
 - Legitimate interests
 - Consent (where required)
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6. Marketing

We will only send marketing communications where permitted by law.

You may unsubscribe from marketing emails at any time by following the unsubscribe link or by contacting us.

7. Cookies

Our website uses cookies.

Please see our Cookie Policy for details of the cookies used and how you can manage your preferences.

8. Sharing Your Information

We may share information with trusted organisations that provide services on our behalf, including:

- IT service providers
- Website hosting providers
- Cloud service providers
- Delivery companies
- Professional advisers
- Regulatory authorities where required by law



We require all third parties to keep your information secure and only use it for authorised purposes.

9. International Transfers

Where personal information is transferred outside the United Kingdom, we will ensure appropriate safeguards are in place in accordance with UK GDPR.

10. Data Security

B S Eaton Ltd takes information security seriously.

We maintain appropriate technical and organisational measures designed to protect personal information against:

- Unauthorised access
- Loss
- Misuse
- Disclosure
- Alteration
- Destruction

These measures include access controls, secure systems, backups, staff awareness and regular security reviews.

11. How Long We Keep Information

We retain personal information only for as long as necessary to:

- Provide our services
- Meet legal obligations
- Resolve disputes
- Maintain business records

Retention periods vary according to the type of information and applicable legal requirements.

12. Your Rights

Under UK GDPR you have the right to:

- Be informed about how your information is used.
- Access your personal information.
- Request correction of inaccurate information.
- Request deletion of your information in certain circumstances.
- Restrict processing.
- Object to processing.
- Request transfer of your information to another organisation where applicable.
- Withdraw consent where processing is based on consent.

To exercise any of these rights, please contact us using the details below.

13. Making a Complaint

If you have concerns about how we handle your personal information, please contact us first so we can try to resolve the issue.

You also have the right to complain to the Information Commissioner's Office (ICO).

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Website: <https://ico.org.uk>

Telephone: 0303 123 1113

14. Changes to This Policy

We may update this Privacy Policy from time to time.

The latest version will always be published on our website.



15. Contact Us

If you have any questions regarding this Privacy Policy or how we process personal information, please contact:

Privacy Officer

B S Eaton Ltd
Coppice Lane
Cheslyn Hay
Walsall
WS6 7EY
United Kingdom

Telephone: 01922 413678

Email: privacy@bseaton.co.uk