

## THE WATER HYDRAULICS CO. LTD. customer privacy notice

This privacy notice tells you what to expect us to do with your personal information.

- [Contact details](#)
- [What information we collect, use, and why](#)
- [Lawful bases and data protection rights](#)
- [Where we get personal information from](#)
- [How long we keep information](#)
- [Who we share information with](#)
- [How to complain](#)

### Contact details

Post:

The Water Hydraulics Co, Alexandra House, English Street, HULL, Kingston Upon Hull, HU3 2DJ, GB

Telephone:

01482595000

Email:

[info@waterhydraulics.co.uk](mailto:info@waterhydraulics.co.uk)

Data Protection Officer (DPO):

We are not required to appoint a Data Protection Officer under UK GDPR, as our core activities do not involve large-scale monitoring or large-scale processing of special category data.

## What information we collect, use, and why

We collect or use the following information to **provide services and goods, including delivery:**

- Names and contact details
- Addresses
- Purchase or account history
- Payment details (including card or bank information for transfers and direct debits)
- Account information
- Website user information (including user journeys and cookie tracking)
- Records of meetings and decisions
- Information relating to compliments or complaints

We collect or use the following information for **the operation of customer accounts and guarantees:**

- Names and contact details
- Addresses
- Payment details (including card or bank information for transfers and direct debits)
- Purchase history
- Account information, including registration details

We collect or use the following information for **service updates or marketing purposes:**

- Names and contact details
- Addresses
- Marketing preferences
- Location data
- Purchase or viewing history
- IP addresses
- Website and app user journey information
- Records of consent, where appropriate

We collect or use the following personal information for **dealing with queries, complaints or claims:**

- Names and contact details
- Address
- Payment details
- Account information
- Purchase or service history
- Relevant information from previous investigations
- Customer or client accounts and records
- Financial transaction information

## Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible [lawful bases](#) in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

Which lawful basis we rely on may affect your data protection rights which are set out in brief below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:

- **Your right of access** - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [Read more about the right of access](#).
- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [Read more about the right to rectification](#).
- **Your right to erasure** - You have the right to ask us to delete your personal information. [Read more about the right to erasure](#).
- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. [Read more about the right to restriction of processing](#).
- **Your right to object to processing** - You have the right to object to the processing of your personal data. [Read more about the right to object to processing](#).
- **Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. [Read more about the right to data portability](#).
- **Your right to withdraw consent** – When we use consent as our lawful basis you have the right to withdraw your consent at any time. [Read more about the right to withdraw consent](#).



If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

## Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information to **provide services and goods** are:

- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legitimate interests – we're collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
  - We process limited personal information under the lawful basis of legitimate interests to enable the efficient operation of our business and the provision of hydraulic products and related services. This includes processing contact details and enquiry information to respond to requests, provide quotations, supply technical information, and maintain accurate business records. This processing is necessary to handle customer and supplier communications, manage project discussions, deliver product support, and ensure the safe and effective use of our equipment. Without this processing, we would be unable to respond to enquiries, prepare proposals, or fulfil routine business functions. The data collected is minimal, relevant to business communications, and used only for purposes that individuals can reasonably expect when contacting a specialist engineering manufacturer. Appropriate safeguards are in place to protect personal data.

For more information on our use of legitimate interests as a lawful basis you can contact us using the contact details set out above.

Our lawful bases for collecting or using personal information for **the operation of customer accounts and guarantees** are:

- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.

Our lawful bases for collecting or using personal information for **service updates or marketing purposes** are:

- Legitimate interests – we're collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
  - We process limited personal information under the lawful basis of legitimate interests to provide relevant service updates and information about our products and engineering solutions to existing business customers. This processing is necessary to keep customers informed about product developments, technical updates, safety-related information, improvements, and changes that may affect the performance or compatibility of equipment they use. Providing such updates supports the effective and safe operation of our hydraulic systems and ensures continuity of service. It also enables us to inform customers about closely related products or enhancements that may be of genuine benefit to their operations. These communications are a reasonable expectation within an established business relationship. We have assessed the potential impact on individuals and consider it low. The information used is minimal, relates to business contact details, and is only used for communications that recipients would expect to receive. Individuals can opt out at any time, and we ensure all marketing activities are carried out responsibly and with appropriate safeguards to protect personal data.

For more information on our use of legitimate interests as a lawful basis you can contact us using the contact details set out above.

Our lawful bases for collecting or using personal information for **dealing with queries, complaints or claims** are:

- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.

## Where we get personal information from

- Directly from you
- Website contact form
- Publicly available sources
- Suppliers and service providers

## How long we keep information (Retention Schedule)

### 1. Enquiry & Contact Form Submissions

**Retention:** 12-24 months

**Reason:** Required to respond to enquiries and follow up appropriately.

### 2. Customer Records (Orders, Quotes, Invoices)

**Retention:** 6-7 years

**Reason:** Required for tax and accounting compliance.

### 3. Project Documentation

**Retention:** For the operational lifetime of the equipment or system — often **10+ years**.

**Reason:** Hydraulic systems frequently remain in use for many years, and documentation may be essential for future servicing, compatibility checks, safety considerations, and production of replacement components.

Retention is justified because the purpose continues to exist, consistent with GDPR guidance that data may be retained as long as necessary and proportionate.

[\[ico.org.uk\]](https://ico.org.uk), [\[commission.europa.eu\]](https://commission.europa.eu)

### 4. Technical Support & After-Sales Records

**Retention:** For as long as the product or system may require servicing — typically **5-15+ years**, depending on the lifecycle of the installation.

**Reason:** Service logs and support history may be required for accurate diagnosis, safety assurance, and correct component replacement throughout the lifespan of industrial hydraulic equipment.

Retention remains lawful as long as the operational purpose remains active.

[\[ico.org.uk\]](https://ico.org.uk), [\[commission.europa.eu\]](https://commission.europa.eu)

## 5. Supplier & Procurement Records

**Retention:** 6 years

**Reason:** Contract and financial compliance.

## 6. Technical Drawings & Engineering Files

**Retention:** Life of the product/system + operational need (10-20+ years)

**Reason:** Ensures traceability, safety and accurate manufacture of legacy components.

## 7. Website Analytics & Cookie Data

**Retention:** 14-26 months

**Reason:** Standard analytics periods and proportionate usage.

## 8. Job Applicant Data

**Retention:** 6 months (unsuccessful candidates)

**Reason:** Necessary to address application-related queries, disputes, or future suitability checks. Longer retention is not required.

## 9. Employee Records

**Retention:** 6 years after employment ends

**Reason:** Required for legal claims defence, payroll records, contract references, and statutory obligations.

## 10. Health & Safety Records

**Retention:** Up to 40 years

**Reason:** Required for compliance depending on record type.

## 11. Customer Support Emails & General Correspondence

**Retention:** 6-7 years

**Reason:** Needed for ongoing operational.

## Who we share information with

- The Water Hydraulics Co. Ltd. acts solely as an independent data controller for all personal data we handle. We do not operate as a joint data controller with any other organisation, and no external party determines or shares responsibility for our purposes or means of processing personal information. All decisions regarding the collection, use, storage, and protection of personal data are made exclusively by The Water Hydraulics Co. Ltd.
- We use Microsoft 365 cloud services to store and process some personal data. Microsoft may process or back up data in data centres located within the UK or the European Economic Area (EEA). In some cases, Microsoft may also transfer data outside the UK/EEA as part of its global cloud infrastructure. Where this occurs, Microsoft applies appropriate safeguards, such as adequacy decisions or standard contractual clauses, to ensure that personal data remains protected in accordance with UK GDPR requirements.

## Others we share personal information with

- Relevant regulatory authorities
- Publicly on our website, social media or other marketing and information media
- Suppliers and service providers

## How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

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

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

## Last updated

03/02/2026