

CATERING EQUIPMENT DIRECT

Privacy Policy

Last updated: July 2026 — This policy explains how we collect, use, and protect your personal data

Catering Equipment Direct Ltd (trading as CED) · Company No. 16783369 · Registered Office: 61 Bradford Street, Walsall, England, WS1 3QD

VAT No. 504 2680 17

Who We Are

Catering Equipment Direct Ltd (trading as CED) is the data controller responsible for personal data collected through our website at cedcateringequipment.co.uk and through any other means of communication, including email, telephone, and online ordering.

Legal name: Catering Equipment Direct Ltd (trading as CED)

Company number: 16783369, registered in England and Wales

Registered office: 61 Bradford Street, Walsall, England, WS1 3QD

Website: cedcateringequipment.co.uk

Contact email: info@cedcateringequipment.co.uk

We are committed to protecting your personal data and to complying with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

What Data We Collect

We may collect and process the following categories of personal data:

Identity and Contact Data

- Full name
- Business name and address
- Delivery address
- Email address
- Telephone number (landline and/or mobile)

Transaction and Order Data

- Products purchased and order history
- Payment method and billing information (note: full card details are not stored by us — payment processing is handled by our payment provider)
- Invoice and receipt records

Technical Data

- IP address
- Browser type and version
- Device information
- Pages visited on our website and time spent on site
- Referral source (how you arrived at our website)

Communications Data

- Records of any correspondence between you and Catering Equipment Direct, including emails, live chat messages, and telephone call notes

- Warranty claims and service request records

We do not collect any special category data (such as health data, ethnic origin, or political opinions) and we do not collect data relating to children.

How We Collect Your Data

We collect personal data through the following means:

- When you place an order through our website or by telephone
- When you create an account on our website
- When you contact us by email, telephone, or live chat
- When you submit a warranty claim or service request
- When you subscribe to our email newsletter or marketing communications
- Automatically through cookies and similar tracking technologies when you use our website

Why We Use Your Data — Legal Basis

We only process your personal data where we have a lawful basis to do so. The lawful bases we rely on are:

Performance of a Contract

We process your identity and contact data, delivery address, and order information to fulfil your purchase and deliver your order. This is necessary to perform the contract between us.

Legal Obligation

We are required to retain financial and transaction records for a minimum of 6 years under HMRC requirements and UK tax law. We process and retain this data to comply with our legal obligations.

Legitimate Interests

We may use your data to: respond to your enquiries; process warranty and service requests; improve our website and services; detect and prevent fraud; and send you relevant business communications where you would reasonably expect to receive them. We only do this where our legitimate interests are not overridden by your rights.

Consent

Where we send you marketing emails or newsletters, we will only do so where you have given your consent. You may withdraw your consent at any time by clicking the unsubscribe link in any marketing email or by contacting us at info@cedcateringequipment.co.uk.

Who We Share Your Data With

We do not sell, rent, or trade your personal data to any third party. We share your data only where necessary to fulfil your order or to comply with a legal requirement, and only with the following categories of recipient:

- Authorised Suppliers and wholesale partners — to fulfil and dispatch your order and to process warranty claims on your behalf. Current Authorised Suppliers include Tefcold UK Limited, Combisteel B.V., Pentland Wholesale Limited, and Blue Badger Wholesale Limited, and may include additional suppliers from time to time.
- Logistics and delivery providers — to arrange and track delivery of your order.
- Payment processing providers — to process your payment securely. We use third-party payment processors who are themselves GDPR-compliant.
- HMRC and other regulatory authorities — where we are legally required to disclose information.

- IT service providers and website hosting providers — who process data on our behalf under data processing agreements.

All third parties with whom we share personal data are required to process it in compliance with applicable data protection law and only for the purposes for which it was shared.

International Data Transfers

Some of our Authorised Suppliers are based outside the United Kingdom (for example, Combisteel B.V. is based in the Netherlands). Where your data is transferred outside the UK, we ensure that appropriate safeguards are in place, including reliance on UK adequacy decisions or Standard Contractual Clauses, to ensure your data is protected to the same standard as it would be under UK GDPR.

How Long We Keep Your Data

We retain personal data only for as long as necessary for the purposes for which it was collected. Our standard retention periods are:

Order and transaction records: Retained for 6 years from the date of the transaction, in compliance with HMRC requirements.

Warranty and service records: Retained for the duration of the applicable warranty period plus 2 years.

Marketing and communication preferences: Retained until you withdraw your consent or unsubscribe.

Website technical data: Retained for up to 12 months in standard website analytics logs.

General correspondence: Retained for 3 years from the date of the last communication, unless related to a live transaction or claim.

After the applicable retention period, personal data is securely deleted or anonymised.

Cookies

Our website uses cookies to improve your browsing experience and to help us understand how visitors use our site. Cookies are small text files placed on your device by your web browser.

We use the following types of cookies:

- **Essential cookies:** Required for the website to function correctly, including maintaining your shopping basket and login session.
- **Analytics cookies:** Used to collect anonymous statistical information about how visitors use our website, to help us improve our content and navigation.
- **Marketing cookies:** Where you have consented, used to show you relevant advertisements and to track the effectiveness of our marketing campaigns.

You can manage your cookie preferences through the cookie consent tool on our website, or by adjusting your browser settings. Please note that disabling essential cookies may affect the functionality of our website.

Your Rights

Under UK GDPR, you have the following rights in relation to your personal data:

Right of access: You have the right to request a copy of the personal data we hold about you (a Subject Access Request).

Right to rectification: You have the right to request that we correct any inaccurate or incomplete personal data.

Right to erasure: You have the right to request that we delete your personal data in certain circumstances (also known as the right to be forgotten).

Right to restrict processing: You have the right to request that we limit the way in which we use your data in certain circumstances.

Right to data portability: You have the right to request that we provide your data in a structured, machine-readable format where technically feasible.

Right to object: You have the right to object to our processing of your data where we rely on legitimate interests, including for direct marketing purposes.

Right to withdraw consent: Where we process your data on the basis of consent, you have the right to withdraw that consent at any time.

To exercise any of these rights, please contact us at info@cedcateringequipment.co.uk. We will respond to all valid requests within one calendar month. We may need to verify your identity before processing your request.

Data Security

We take the security of your personal data seriously. We implement appropriate technical and organisational measures to protect your data against unauthorised access, accidental loss, disclosure, destruction, or alteration. These measures include secure server infrastructure, encrypted data transmission (HTTPS), access controls, and regular security reviews.

In the event of a personal data breach that is likely to result in a risk to your rights and freedoms, we will notify the Information Commissioner's Office (ICO) within 72 hours of becoming aware, and will notify you directly where the breach is likely to result in a high risk to your rights.

The Information Commissioner's Office

If you are not satisfied with our response to a privacy concern, or if you believe we are not processing your personal data in accordance with UK GDPR, you have the right to lodge a complaint with the Information Commissioner's Office (ICO), the UK's data protection supervisory authority.

ICO website: www.ico.org.uk

ICO helpline: 0303 123 1113

Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, or legal requirements. The current version will always be available on our website at cedcateringequipment.co.uk. We encourage you to review this policy periodically. Where we make a significant change that affects your rights, we will notify you by email where we hold your contact details.

Contact Us

For any questions, concerns, or requests relating to this Privacy Policy or to your personal data, please contact us:

Company: Catering Equipment Direct Ltd, 61 Bradford Street, Walsall, England, WS1 3QD (Company No. 16783369)

Email: info@cedcateringequipment.co.uk

Website: cedcateringequipment.co.uk