

Customer privacy notice

AQJ TRADING LIMITED | Version 1.1 | Updated 14 September 2026

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

Contact details

Company telephone
+44 20 8191 4988

Email
info@aqjltd.com

Registered office: 1st Floor, 29-31 Minerva Road, London NW10 6HJ. Registered in England and Wales, company number 10414271.

What information we collect, use, and why

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)
- Identification documents
- Information relating to compliments or complaints

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
- Information used for security purposes; marketing preferences

For service updates or marketing purposes

- Names and contact details; addresses
- Marketing preferences; IP addresses
- Records of consent, where appropriate

What information we collect, use, and why

To comply with legal requirements

- Name and contact information
- Identification documents
- Financial transaction information
- Any other personal information required to comply with legal obligations

For dealing with queries, complaints or claims

- Names and contact details; address
- Payment details; account information
- Purchase or service history; customer or client accounts and records
- Financial transaction information; correspondence

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.

Which lawful basis we rely on may affect your data protection rights. These rights are set out in brief below and may be subject to exemptions under data protection law.

- **Your right of access:** you can ask us for copies of your personal information and information about where we get it from and who we share it with. Some exemptions mean you may not receive all the information you ask for.
- **Your right to rectification:** you can ask us to correct inaccurate personal information or complete information that is incomplete.
- **Your right to erasure:** you can ask us to delete your personal information in certain circumstances.
- **Your right to restriction of processing:** you can ask us to limit how we use your personal information.
- **Your right to object to processing:** you can object to our use of your personal information, including an absolute right to object to direct marketing.
- **Your right to data portability:** in applicable circumstances, you can ask us to transfer the personal information you gave us to another organisation or to you.
- **Your right to withdraw consent:** where we use consent, you can withdraw it at any time. This does not affect the lawfulness of processing before withdrawal.

To exercise your rights, contact us using the details on page 1. We respond without undue delay, normally within one month. If the law permits an extension, we will explain the reason and timing to you.

Further guidance on your rights and applicable exemptions is available from the [Information Commissioner's Office \(ICO\)](#).

Our lawful bases for using your data

To provide services and goods

Contract: where you are personally a party to the contract, we use information needed to enter into or carry out that contract with you.

Legitimate interests: we use information to onboard genuine business customers, assess and manage commercial risk, and prevent fraud when processing trade account applications. A contract with a company is not automatically a contract with the individual submitting its application.

We consider these interests proportionate: we only collect the business, contact, address and verification information reasonably needed to assess an application and supply goods. We do not use that information for an unrelated purpose. Applicants can object or ask questions about this processing using the contact details in this notice.

For the operation of customer accounts and guarantees

Contract: where applicable, we use information needed to enter into or carry out a contract with you.

Legitimate interests: onboarding genuine business customers and managing commercial risk, including assessing trade account applications, verifying the business and its authority to act, and preventing fraud or duplicate or abusive submissions. We only collect information reasonably needed for this assessment; applicants can object or ask us about this processing at any time.

For service updates or marketing purposes

Necessary updates about an application, customer account or order use the relevant contract or legitimate-interests basis described above. These operational messages do not depend on agreement to receive marketing.

Consent: for marketing where we rely on your permission, we provide the relevant information before asking for consent. You can withdraw that consent at any time by contacting us or using the unsubscribe option provided.

To comply with legal requirements

Legal obligation: we collect or use information where necessary to comply with the law, including keeping required accounting and tax records.

For dealing with queries, complaints or claims

Legal obligation: where the law requires us to collect or use information.

Legitimate interests: resolving customer queries, complaints and claims fairly and efficiently, and establishing, exercising or defending legal rights where necessary. This includes keeping records of the issue raised, our investigation and its outcome. We only use that information for this purpose.

You can contact us for more information about our legitimate interests. The rights available in each case depend on the lawful basis and the applicable legal conditions and exemptions.

Where we get personal information from

- Directly from you
- Publicly available sources
- Suppliers and service providers
- The business you are dealing with, if you are named as its contact, or another applicant who names you as a trade reference

How long we keep information

We keep personal information for as long as it is needed for the purpose for which it was collected, taking account of legal requirements and any unresolved issue. We use the following retention rules:

- **Accounting and tax records:** normally six years from the end of the company financial year they relate to. We keep them longer where a legal requirement, HMRC enquiry or other applicable exception requires this.
- **Active customer accounts and related correspondence:** for the business relationship, then only for as long as needed for outstanding orders or balances, required records, or establishing, exercising or defending legal claims.
- **Unsuccessful or withdrawn applications and supporting verification information:** until the application and any related query or dispute are resolved. Further retention depends on a specific legal, fraud-prevention or claims need; we retain only the information necessary for that need.
- **Complaints and claims:** until resolved and for any further period needed to meet a legal obligation or deal with related legal proceedings.
- **Marketing preferences:** until you withdraw consent or the information is no longer needed. We may keep a minimal record of an opt-out to respect your wishes.
- **Security records:** only for as long as necessary to investigate incidents, prevent abuse or meet a legal requirement.

Retention is assessed by the record's purpose, sensitivity, unresolved obligations and applicable legal time limits. Information no longer needed is deleted or anonymised; any necessary backup retention follows the provider's applicable backup cycle. Contact us if you need information about a particular record.

Who we share information with

Technology providers

- **Odoo:** our trade account application and business system, including customer records, purchasing, sales, inventory, invoices and customer portal functions.
- **Zoho:** company email, WorkDrive document storage and retained records from our previous business systems during the transition to Odoo.
- **Hostinger:** our existing public website and domain services, together with legacy email services where still used.
- **Google (Gmail):** a company-used mailbox that receives copies of business correspondence.

Who we share information with

Other recipients, where relevant and necessary

- Professional and legal advisers, including accountants, auditors and solicitors
- Financial or fraud investigation authorities; regulatory authorities including HMRC and the ICO; courts and other organisations where disclosure is legally required
- Carriers, freight forwarders, customs agents and storage providers, where needed to fulfil an order
- A buyer or adviser involved in a genuine business sale, restructuring or financing, subject to confidentiality safeguards

Sharing information outside the UK

Some of our technology providers store or access personal information outside the UK, including in the European Economic Area (EEA) and the United States. The location can depend on the service, hosting region, backup arrangements and support providers.

- **Zoho:** our .com services are associated with its US data centre. Zoho's UK privacy policy also describes processing in the EEA and other countries where it operates, subject to data-protection agreements required by UK law.
- **Odoo:** its published policy describes regional cloud hosting, backups, international support access and contractual safeguards for transfers within its group. Hosting and support locations depend on the applicable service arrangements.
- **Google:** its published international-transfer framework includes the UK Extension to the EU-US Data Privacy Framework for covered transfers to certified US entities, and contractual safeguards for other relevant transfers.
- **Hostinger:** its published privacy policy describes international processing and contractual safeguards where required.

UK law permits transfers to destinations covered by UK adequacy regulations. For other restricted transfers, appropriate safeguards are required, such as the UK International Data Transfer Agreement or the UK Addendum to the EU Standard Contractual Clauses, together with any required assessment. The safeguard must be applicable to the particular provider and transfer.

You can contact us at info@aqjltd.com for further details about a transfer affecting your information and how to obtain information about the relevant safeguards.

Provider information: [Zoho](#) | [Odoo](#) | [Google](#) | [Hostinger](#).

How to complain

If you have concerns about our use of your personal information, contact us at info@aqjltd.com, call +44 20 8191 4988, or write to **1st Floor, 29-31 Minerva Road, London NW10 6HJ**.

If you remain unhappy after raising a complaint with us, you can also complain to the ICO: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF. Helpline: 0303 123 1113. ico.org.uk/make-a-complaint.