

Data Processing Notice

Effective Date: 29.07.2025

This notice explains how D&S Roe Ltd. ("we", "us", "our") processes personal data provided by users when submitting forms on our website or otherwise interacting with us.

1. Data Controller

The data controller responsible for your personal data is:

D&S Roe Ltd.
Unit 15, Ballymount Cross Industrial Estate
Dublin 24, Ireland
D24 HX63
Email: admin@dsroeltd.com

2. What Data We Collect

When you submit a form on our website (e.g. trade account application, callback request), we may collect the following personal data:

- Full name
- Company name
- Phone number
- Email address
- Other details included in the form submission

3. Purpose of Processing

We process this data in order to:

- Evaluate and process your application for a trade account
- Communicate with you about your request
- Provide access to our services and respond to inquiries
- Maintain accurate business records
- Facilitate electronic signing of application documents (via SignWell)

4. Legal Basis

The legal basis for processing your personal data includes:

- Performance of a contract: to evaluate and act upon your application
- Legitimate interests: to operate our business and provide services efficiently
- Legal obligation: where record keeping or regulatory compliance is required

5. Data Sharing

We may share your data with:

Internal employees and departments
Service providers involved in processing the application (e.g. SignWell for electronic signatures, Aphia platform for ERP integration)
Professional advisors and regulators if legally required

All third-party service providers are contractually bound to process your data securely and lawfully.

6. Retention Period

We retain your submitted data for as long as necessary to:

- Process and evaluate your application
- Maintain customer records
- Fulfil legal and accounting obligations

Where your application does not lead to an active account, your data will be securely deleted or anonymised after a reasonable period, not exceeding 12 months.

7. Your Rights

Under GDPR, you have the right to:

- Access your personal data
- Correct or update inaccurate information
- Request deletion of your data (where applicable)
- Restrict or object to certain types of processing
- Lodge a complaint with the Data Protection Commission www.dataprotection.ie

8. Contact

If you have any questions or wish to exercise your data rights, please contact us at:

Email: admin@dsroeltd.com

Subject Line: Data Processing Request

We may update this notice from time to time. The latest version will always be available on our website.