

# Privacy Policy

Effective Date: 29.07.2025

This Privacy Policy explains how D&S Roe Ltd. ("we", "our", "us") collects, uses, and protects personal data provided by users when they interact with our website or submit information to us.-

## 1. Who We Are

D&S Roe Ltd. is a wholesale supplier of automotive parts and accessories, based in Ireland. We operate the website <https://dsroeltd.com> and related platforms to facilitate B2B transactions and customer onboarding.

Data Controller: D&S Roe Ltd.

Email: [admin@dsroeltd.com](mailto:admin@dsroeltd.com)

Postal Address: Unit 15, Ballymount Cross Industrial Estate, Dublin 24, Ireland, D24 HX63

## 2. What Data We Collect

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

- Full name
- Company name
- Email address
- Phone number
- Delivery and billing addresses
- IP address and browser metadata
- Submitted form data (e.g. trade account applications, callback requests)

We do not knowingly collect any sensitive personal data.

## 3. How We Use Your Data

We use your personal data for the following purposes:

- To process trade account applications and manage customer relationships
- To respond to inquiries and provide customer support
- To fulfil and manage product orders
- To send service-related and marketing communications (only with consent)
- To improve our website and services
- To comply with legal obligations (e.g. record-keeping, invoicing)

## 4. Legal Basis for Processing

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

- Contractual necessity: to process orders or account applications
- Consent: for optional marketing communications
- Legal obligation: compliance with accounting, tax or regulatory requirements
- Legitimate interests: for internal administrative purposes and service improvements

## 5. Sharing of Data

We do not sell your personal data. However, we may share it with:

- Our staff and internal departments
- Service providers (e.g. website hosting, email marketing platforms, ERP providers like Aphix)
- Regulatory authorities, if required by law

All third parties are obligated to handle your data securely and in accordance with applicable data protection laws.

## 6. Data Retention

We retain your personal data only for as long as necessary:

- Account and order-related data: up to 6 years for accounting and compliance

- Marketing data: until you withdraw consent or unsubscribe
- Trade application data: for the duration of our relationship or until deletion is requested

## 7. Your Rights

Under GDPR, you have the following rights:

- To access your personal data
- To rectify inaccurate data
- To request deletion ("right to be forgotten")
- To restrict or object to certain types of processing
- To data portability
- To withdraw consent at any time (for marketing)
- To lodge a complaint with the Data Protection Commission (Ireland)

## 8. Contact Us

For any questions or requests regarding your personal data, please contact:

Email: [admin@dsroeltd.com](mailto:admin@dsroeltd.com)  
Subject Line: Data Privacy Request

## 9. Cookies and Tracking

We use cookies and similar technologies to enhance website functionality and analyse usage. Full details are available in our separate Cookie Policy: <https://dsroeltd.com/cookies.html>

D&S Roe Ltd. reserves the right to update this Privacy Policy at any time. We encourage users to review this page periodically for any changes.