Privacy Policy

Last updated: Nov 10, 2026

SAANRO International Ltd controls the personal data collected through this website. This policy explains what we collect, why we collect it, who we share it with and the rights you have under the UK GDPR and the Data Protection Act 2018.

Who we are

SAANRO International Ltd ("SAANRO", "we", "us") is a company registered in England and Wales under company number **03427765**. Our registered office is **Unit 3/4 Taylor Ct, Carrs Industrial Estate, Haslingden, BB4 5LA**.

For anything about your personal data, contact us at it@saanro.com, on 01706 244999, or by post to our registered office.

What we collect

Where it comes from	What we collect
Your customer account	Name, email address, phone number, password (stored only as a one-way hash), billing and delivery addresses, order history
Trade account applications	Name, email address, phone number, company name, registration number, vat number, address.
Orders	Products, quantities, prices, delivery address and instructions, payment status, invoices and payments on credit accounts
Card payments	Handled by Stripe. You enter your card details on Stripe's secure form; we never see or store your full card number
Contact form	Name, email address, phone number, the team you chose, your subject and message
Emails we send you	Whether each order or account email was sent, delivered or bounced

Where it comes from	What we collect
Receipt links in emails	Who the link was sent to, how many times it was opened and when it was last opened. Email security scanners sometimes open links before you do, so this is a rough count
Using the website	IP address, browser type and the pages requested, kept in server logs for security

If an order contains age-restricted products, the courier may ask to see photo ID on delivery. We do not receive or keep a copy of your ID.

Why we use it

Purpose	Lawful basis
Taking, processing and delivering orders, and running your account	Performing our contract with you
Sending order confirmations, dispatch and delivery updates and receipts	Performing our contract with you
Assessing trade account applications and managing credit limits	Taking steps before entering a contract, and our legitimate interest in managing credit risk
Keeping invoices, payment and tax records	Legal obligation
Replying to enquiries	Our legitimate interest in answering you, or our contract with you if it is about an order
Keeping the website secure and preventing fraud	Our legitimate interest in protecting our customers and business
Product safety notices and recalls	Legal obligation, and our legitimate interest in keeping customers safe
Marketing emails	Your consent, or the "soft opt-in" for existing customers (below)

We only send marketing emails if you have opted in, or if you have bought from us and did not opt out of emails about similar products when you did. Every marketing email has an unsubscribe link, and unsubscribing never affects order emails.

Who we share it with

We do not sell personal data. We share it only with the companies that help us run the shop, and only what each one needs:

- **Stripe** processes card payments. Stripe also uses payment data to prevent fraud, for which it acts as a separate controller under its own privacy policy.
- **Mailtrap** (Railsware) sends our emails.
- **Krystal LTD** hosts the website and its database.
- **APC Overnight** deliver orders. They receive your name, delivery address, phone number and email address so they can send delivery updates.
- **Our accountants and professional advisers**, and HMRC where the law requires.
- **Debt collection agencies**, if a credit account invoice stays unpaid.
- **The police, regulators or courts**, where the law requires us to.

Transfers outside the UK

Some of our providers, including Stripe and Mailtrap, may process data outside the UK, for example in the United States or the EU. Where they do, the transfer is covered by UK adequacy regulations (including the UK Extension to the EU–US Data Privacy Framework where the recipient is certified) or by the ICO's International Data Transfer Agreement or Addendum.

Cookies

We only use cookies the website needs to work, so we do not ask for cookie consent. We do not use analytics, advertising or tracking cookies.

Cookie	What it does	How long it lasts
laravel-session	Keeps you signed in and remembers your basket	30 days, **auto renewed when you visit our site**
XSRF-TOKEN	Protects forms against cross-site request forgery	Same as the session cookie
remember_customer	Keeps you signed in between visits, only if you tick "Remember me"	**60 days, auto renewed when you visit our site**

If we ever add analytics or marketing cookies, we will update this policy and ask for your consent before setting them.

How long we keep it

Data	How long
Orders, invoices and payment records	6 years from the end of the financial year they relate to, as tax law requires
Customer and trade accounts	Until you ask us to close the account; order records are then kept as above
Unsuccessful trade account applications	12 months
Contact form enquiries	2 years
Receipt links	Links stop working after 90 days; their records are deleted after 90 days
Server logs	30 days
Marketing preferences	Until you unsubscribe, then a suppression record so we don't email you again

Your rights

You have the right to:

- get a copy of the personal data we hold about you
- have inaccurate data corrected
- have your data deleted, unless we must keep it (for example invoices for tax)
- restrict or object to how we use your data, including an absolute right to object to direct marketing
- receive data you gave us in a portable format
- withdraw consent at any time, where we rely on consent

To use any of these rights, contact us using the details above. We will reply within one month, and there is normally no charge.

If you are unhappy with how we handle your data, please tell us first so we can put it right. You can also complain to the Information Commissioner's Office on 0303 123 1113.

How we protect it

The website runs over HTTPS, passwords are stored as one-way hashes, and receipt links are stored only as a hash so they can't be rebuilt from our database. Card payments are handled by Stripe, which is certified to PCI DSS Level 1. Only staff who need customer data for their job can access it.

Children

This website is not intended for anyone under 18, and some of our products cannot legally be sold to under-18s. We do not knowingly collect data from children.

Changes to this policy

We will post any changes on this page and update the date at the top. If a change significantly affects how we use your data, we will email account holders before it takes effect.