



# Privacy Policy

**Lemon & Soda UK Ltd**

Last updated: 01 June 2026

## Introduction

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We take the privacy of our customers seriously, and we will never sell your personal information to anyone.

To supply you with our products we need to process some information about you — usually the details of the people we deal with at your business. This policy explains what we collect, why we collect it, who we share it with, and what rights you have. By using [www.lemon-soda.co.uk](http://www.lemon-soda.co.uk) or opening an account with us, you accept the practices described here, so please read it carefully.

Lemon & Soda UK Ltd is the "controller" of this information. We are registered in England and Wales under company number 15707168, at Epworth House, 25 City Road, London, EC1Y 1AA. You can reach us at [info.uk@lemon-soda.eu](mailto:info.uk@lemon-soda.eu) or on +44 (0)207 965 7390.

## The information we collect

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We collect information when you open a trade account, place an order, contact our customer service team, subscribe to our mailing list, or otherwise deal with us. This typically includes your name, job title, employer, business email address, telephone number, billing and delivery addresses, your account login details, and a record of the orders you have placed and payments you have made.

Where you apply for a credit account, we also collect financial information about your business and information we obtain from credit reference agencies and any trade references you give us.

When you visit our website we automatically collect technical information such as your IP address, browser type and operating system, and information about how you use the site. This is collected through cookies and similar technologies — our Cookie Policy explains this in more detail and how you can control it.

We do not knowingly collect any special category data, such as information about health, race or religion.

## How and why we use it

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We use your information to open and manage your account, to process and deliver your orders, to take payment and recover sums owed to us, to respond to your enquiries and handle any claims or returns, and to keep the accounting and tax records the law requires us to keep. We do this because it is necessary to perform our contract with you, or because we have a legal obligation to.

We also use it to assess and monitor credit risk, to protect our business and website against fraud and misuse, and to analyse how our site and products are performing so we can improve them. We do this on the basis of our legitimate interests in running a trade business safely and developing it. We have considered whether those

interests are outweighed by your rights and concluded that they are not — but you can ask us about that assessment, and you can object.

## **Credit checks**

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If you apply for a credit account, we and our credit insurers will make searches with credit reference agencies about your business, and in some cases about its directors or proprietors. Those agencies will keep a record of the search, and we may share information about how you manage your account with them and with debt recovery agencies if payments fall overdue.

## **Marketing**

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We may send you emails about our ranges, new products and promotions where you have asked to receive them, or where you are an existing customer and the products are similar to those you have bought from us before.

You can stop these at any time by clicking the unsubscribe link in any marketing email or by emailing [info.uk@lemon-soda.eu](mailto:info.uk@lemon-soda.eu). Opting out will not stop us sending you messages about your account, your orders or your deliveries, which we need to send in order to supply you.

## **Who we share it with**

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We share your information with the delivery companies who bring your orders to you; with the credit reference agencies, credit insurers and debt recovery agencies described above; with the IT, hosting, ecommerce, email and analytics providers who run our systems on our behalf; and with our professional advisers, including our accountants, insurers and lawyers, where necessary.

We share it with companies we work with in the Netherlands in connection with the products we sell, as described below. We also share it with HM Revenue & Customs, regulators and other authorities where the law requires, and would share it with any purchaser of our business, in which case this policy would continue to apply.

Everyone who processes your information on our behalf does so under a written contract, only on our instructions, and only for the purposes we specify. They may not use it for their own purposes.

## **Sending information outside the UK**

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Some of your information is shared with companies we work with in the Netherlands in connection with the products we sell, for order fulfilment, product support and administration purposes. We do this because it is necessary to perform our contract with you, and on the basis of our legitimate interests in running our business efficiently. Some of our service providers also process data outside the UK.

The Netherlands is covered by a UK adequacy decision, which means the information is treated as receiving the same level of protection as it would in the UK. Where we transfer information to a country that is not covered by an adequacy decision, we use approved contract terms — the International Data Transfer Agreement, or the EU Standard Contractual Clauses with the UK Addendum — to give it equivalent protection. You can ask us for a copy of the safeguards we use.

## **How long we keep it**

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We keep account and customer relationship records for the life of the account and for six years afterwards. We keep order, invoice and payment records for six years from the end of the financial year they relate to, because tax and accounting law requires it. We keep credit application records for six years after the account closes. We keep a permanent record of anyone who has opted out of marketing, so that we can continue to honour that choice.

## Keeping it secure

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We have appropriate technical and organisational measures in place to prevent your information being lost, misused, altered or accessed without authorisation, including access controls and encryption in transit. Access is limited to those who need it, and everyone handling it is bound by a duty of confidentiality. We have procedures for dealing with any suspected breach, and will notify you and the Information Commissioner's Office where the law requires us to.

## Your rights

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You have the right to ask us for a copy of the personal information we hold about you; to have inaccurate information corrected or incomplete information completed; to ask us to delete it, or to restrict what we do with it; to object to our using it, including for marketing; to receive it in a portable format; and, where we rely on your consent, to withdraw that consent at any time.

To exercise any of these, email [info.uk@lemon-soda.eu](mailto:info.uk@lemon-soda.eu). There is no charge, and we will respond within one month. We may need to confirm your identity first, and we may take longer if a request is particularly complex, in which case we will tell you.

Some of these rights are not absolute — for example, we may need to keep certain records to comply with our legal obligations, or to establish or defend a legal claim.

## Changes and complaints

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We may update this policy from time to time; the date at the top shows when it was last revised. Please keep us informed if your details change, so that what we hold stays accurate.

If you are unhappy with how we have handled your information, please tell us first so we can put it right. You also have the right to complain to the **Information Commissioner's Office**, the UK data protection regulator, at [www.ico.org.uk](http://www.ico.org.uk) or on 0303 123 1113.

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