

Privacy Policy

At Border Business Systems Limited (“BBS”, “we”, “our” and “us”) we take the security and privacy of data seriously.

We are committed to protecting personal data, ensuring compliance with data protection law.

This policy outlines how we collect, use, store and protect personal data, including how we use cookies and how our customers, clients, contacts and website users can control their privacy preferences.

We are the data controller in respect of the personal data that we collect and maintain about our customers and contacts for the purposes of managing and administering our relationship with you.

Being a data controller means that we determine the purposes for which, and the manner in which, that personal data is processed and are responsible for ensuring that it is handled appropriately, securely and in accordance with applicable data protection legislation. We are registered as a controller with the Information Commissioner under reference number Z5340378.

In certain circumstances, we may process personal data on behalf of our customers, clients or other organisations. Where we do so, we act as a data processor and process that personal data only in accordance with the instructions of the relevant data controller and any applicable contractual requirements. Where this occurs, those organisations will be responsible for their own use of personal data. We will let you know when this applies and encourage you to review their privacy information to understand how they handle your personal data.

As a UK-based company, we comply with the UK GDPR, the Data Protection Act 2018, the Privacy and Electronic Communications Regulations (PECR) and any amendments, including the Data (Use and Access) Act 2025 (DUA Act). We ensure that individuals have control over their personal data.

Our contact details are:

Post; Border House
37 Abenbury Way
Wrexham Industrial Estate
Wrexham
LL13 9FS

Email: contact@bbsltd.co.uk

1. Data Collection & Usage

Personal data means any information about an individual from which that person can be identified. This does not include information where your identity has been removed, such as anonymous information.

We use different methods to collect information from and about you.

We collect personal data directly from you when you contact us.

At BBS we collect and process personal data only when necessary for our legitimate business purposes, including:

- Providing our software and services.
- Communicating with customers about updates, support, and relevant information.
- For the purposes of direct marketing.
- Improving our products through analytics and feedback.
- Meeting legal and regulatory obligations.

We also collect personal data when you visit and/or contact us, or when you request information from our website.

We may process your personal data to process any payments made for the provision of services. The information may include information for identification and verification, such as your name, credit, debit or other card number, card expiration date, and CVV code.

Any payment transactions carried out by us, or by our chosen third-party provider of payment processing services, will be kept secure and encrypted where possible.

For recurring payments, we may collect and process payment information; however, this information is securely encrypted and processed by our payment providers, and we do not have access to your full payment details.

2. The legal reasons we collect and process your personal data

We can only use your personal data where the law allows us to do so. Most commonly, we use your personal data:

- to comply with our legal and regulatory obligations, where we are required to process personal data under applicable laws and regulations;
- for the performance of a contract with customers, or clients, or to take steps at a customer or client's request before entering into such a contract;
- for our legitimate interests (or those of a third party), where this is necessary for the operation and management of the services we provide; and/or
- where we have your clear and active consent to use your personal data for a specific purpose, for example where you choose to subscribe to receive marketing information.

3. Who we share your personal data with

We only ever share your personal data with trusted third parties.

Your personal data may be shared or disclosed to third parties in connection with the services we are providing to you.

The reasons we may share your personal data with third parties are:

- If we are under a legal or regulatory duty to do so,
- if it is necessary to do so to enforce any of our terms and conditions or other contractual rights,
- it is necessary to provide you with the services requested; and/or
- otherwise as permitted under applicable law.

4. Cookies & Tracking Technologies

Our website uses cookies to enhance user experience, analyse site performance, and ensure security.

A cookie is a piece of information stored locally on your device containing information about your activities on the internet. Each website can send its own cookie to your web browser if your browser's preferences allow it. Many websites do this whenever an individual visits their website in order to track online traffic flows.

We categorise cookies as follows:

Strictly necessary cookies. These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website or make use of services.

Analytical or performance cookies. These allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.

Functionality cookies. These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

Targeting cookies. These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

The cookies we use are:

Cookie	Duration	Description
cookieyes-consent	1 year	CookieYes sets this cookie to remember users' consent preferences so that their preferences are respected on subsequent visits to this site. It does not collect or store any personal information about site visitors.
rc::a	Never Expires	This cookie is set by the Google reCAPTCHA service to identify bots and protect the website against malicious spam attacks.
rc::c	session	This cookie is set by the Google reCAPTCHA service to identify bots and protect the website against malicious spam attacks.
_cfuvid	session	Cloudflare sets this cookie to track users across sessions, optimise user experience and maintain session consistency.
__cf_bm	1 hour	This cookie, set by Cloudflare, is used to support Cloudflare Bot Management.
ga*	1 year 1 month 4 days	Google Analytics sets this cookie to store and count page views.
_ga	1 year 1 month 4 days	Google Analytics sets this cookie to calculate visitor, session and campaign data and track site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognise unique visitors.
elfsight_viewed_recently	Less than a minute	Stores a record of products or pages recently viewed by the user to enable the "recently viewed" functionality on the website and enhance the browsing experience.

Manage Cookie Preferences

To manage your cookie preferences:

- You can modify your cookie settings at any time by clicking the 'Consent Preferences' button. This will allow you to revisit the cookie consent banner and update your preferences or withdraw your consent immediately.
- Additionally, different browsers offer various methods to block and delete cookies used by websites. You can adjust your browser settings to block or delete cookies. Below are links to support documents on how to manage and delete cookies in major web browsers.
 - Chrome: <https://support.google.com/accounts/answer/32050>
 - Safari: <https://support.apple.com/en-in/guide/safari/sfri11471/mac>
 - Firefox: <https://support.mozilla.org/en-US/kb/clear-cookies-and-site-data-fox?redirectslug=delete-cookies-remove-info-websites-stored&redirectlocale=en-US>
 - If you are using a different web browser, please refer to its official support documentation.

Please note that if you use your browser settings to block all cookies (including necessary cookies) you may not be able to access all or parts of our website.

Third parties may also use cookies, over which we have no control. To deactivate the use of third-party advertising cookies, you may visit the consumer page to manage the use of these types of cookies.

Cookies description was generated by [CookieYes – Cookie Policy Generator](#)

5. Data Security & Working Practices

BBS maintains the highest standards of information security, including training for all employees in data storage, physical security, software design, password and information destruction policies.

We implement strict security measures to protect personal data, including:

- Encryption & Access Controls: Data is encrypted both in transit and at rest, and access is restricted to authorised personnel only.
- Regular Security Audits: We continuously monitor and test our systems to prevent vulnerabilities.
- Secure Software Development: Our software solutions follow industry best practices for security, including secure coding standards and penetration testing.
- Remote & Office Working: Our employees adhere to strict data protection protocols whether working remotely or on-site, ensuring that data remains secure at all times.

- All emails and attachments sent from BBS are intended for the named recipient(s) only and may be confidential and/or privileged. If they are received in error no action must be taken based on them, nor must they be copied or disclosed in full or in part to any person or organisation. Any views or opinions expressed in an email are solely those of the author and do not necessarily represent those of BBS or its trading partners.

6. Your Rights

Where we are the controller of your personal data, you have the right to:

- **Request access:** You can request access to your personal data.
- **Request rectification:** You can request that we correct any inaccuracies in your personal data. If the personal data is out of date or incomplete, you can request that it be changed. If you notify us that the personal data we hold is incomplete or inaccurate, we will correct or complete it as soon as possible.
- **Request data portability:** You have the right to receive a copy of the personal data which you have provided to us, and to have it transmitted directly from us to another data controller, where technically possible. The copy will be provided in a commonly used and machine-readable format.
- **Request erasure (the “Right to be Forgotten”):** You can request the deletion of your personal data under certain circumstances, including where we no longer have a reason for holding your information, you withdraw your consent, or you object to its processing. Following your request, we will erase your information without undue delay unless continued retention is necessary and permitted by law.
- **Restrict processing:** You can restrict the processing of your personal data in certain circumstances. Once the processing is restricted, we will only continue to process your personal data if you consent, or we have another legal basis for doing so.
- **Object to processing:** You have the right, in certain circumstances, to request that we temporarily stop using your personal data. This also means that we may temporarily stop using your personal data while we consider your request. This right may apply where you believe the personal data we hold about you is inaccurate, where you believe we are processing your personal data unlawfully, where we no longer need your personal data but you require it for the establishment, exercise or defence of legal claims, or where you have objected to our processing of your personal data and we are considering whether our legitimate grounds override your objection.
- **Withdraw consent:** Where our processing of your personal data is based on your consent, you have the right to withdraw your consent at any time. If you do decide to withdraw your consent, we will stop processing your personal data for that purpose.
- **Opt out of marketing communications:** You can opt out of marketing at any time.

- **Not to be subject to automated decision-making and profiling:** You have the right not to be subject to solely automated decisions, i.e. decisions that are made about you by computer without any human input, based on special category personal data in relation to any processes that have a legal or similarly significant effect on you, unless strict conditions have been met. Where we make any automated decisions that have a legal or similarly significant effect, we will communicate this to you and put safeguards in place to allow you to make representations, challenge the decision and obtain human intervention.

Requests regarding personal data can be submitted via email, website, or post.

You will not have to pay a fee to exercise any of the rights listed above. However, we may charge a reasonable fee if your request is clearly unfounded or excessive, including where requests are repetitive. Alternatively, we could refuse to comply with your request in these circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data or to exercise any of your other rights. This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We try to respond to all legitimate requests within one month. Occasionally it could take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

7. Marketing, Opt-Out & Communication Preferences

We may use your personal data to send you updates by email, text message, telephone or post about BBS, our products and services, industry insights, events, promotions, special offers and other information that may be of interest to you.

We may also send marketing communications to our existing customers and business contacts about products, services, events, updates and opportunities that we believe may be relevant to them based on their relationship with us.

We aim to provide you with choices regarding how your personal data is used, particularly in relation to marketing communications. Individuals have the right to object to receiving such marketing communications at any time.

Where we rely on your consent to send marketing communications, you may withdraw that consent at any time. Where we rely on our legitimate interests to send marketing communications, you have the right to object to such processing at any time.

We may ask you to confirm or update your marketing preferences from time to time, including where you request additional products or services from us, or where there are changes to applicable laws, regulations or our business operations.

You can manage their communication preferences, including opting out of marketing emails, as set out on the BBS website, by:

- Clicking the unsubscribe link in emails.
- Replying to an SMS communication
- Returning a postal communication to the returns address or to BBS
- Contacting us directly at contact@bbsltd.co.uk

Please note that opting out of marketing communications will not affect our ability to send you service-related or administrative communications where necessary. These may include communications relating to your account, enquiries, purchases, contracts, transactions, service updates, changes to our products or services, or other important information required to administer our relationship with you.

8. Data Retention & Storage

We retain personal data only for as long as necessary to fulfil the purpose for which it was collected, to comply with legal obligations, for legitimate business purposes or to resolve disputes. Data that is no longer required is securely deleted or anonymised.

Here Anonymous data, such as statistical or demographic data, is not personal data as it does not directly or indirectly reveal your identity. This can be used for research or statistical purposes, in which case we may use the anonymised information indefinitely without further notice to you. Anonymised information may also be used to develop insights and statistics about the use of our services.

9. Data Transfers

If personal data is transferred outside the UK or EEA, we ensure that appropriate safeguards are in place so that your personal data receives the same protection as if it were being processed inside the UK. For example, where appropriate, we may use the EU Standard Contractual Clauses and the UK Addendum.

10. Policy Updates

We may update this policy from time to time to reflect legal requirements or business changes. You will be notified of significant updates via our website or email.

11. How can we help?

If you have any questions about our use of your personal data or want further information about how your personal data has been handled, we ask that you contact us.

If you wish to complain about how your personal data has been handled, this privacy policy or any of the procedures set out in it, we kindly ask that you contact us in the first instance.



To follow our complaints process, please contact us at contact@bbsltd.co.uk so that we can investigate and respond in accordance with our procedures.

We have a formal data protection complaints process and will acknowledge receipt of your complaint within 30 days. We will take appropriate steps to investigate and respond without undue delay. We will keep you informed of progress and notify you of the outcome as soon as reasonably possible.

You also have the right to raise concerns with the Information Commissioner's Office on 0303 123 1113 or at <https://ico.org.uk/concerns/> if you believe that your data protection rights have not been adhered to.