

Emerald Resins Limited trading as ResaFloor

Company number: 08749876

Registered office: Unit 18b Wakes Hall Business Centre, Colchester, Essex, CO6 2DY

Last updated: 8th July 2026**1. Who we are**

This Privacy Policy explains how Emerald Resins Limited, trading as ResaFloor, collects, uses, stores and protects personal information when you visit our website, create an account, place an order, contact us or otherwise interact with us.

For data-protection purposes, Emerald Resins Limited is the data controller responsible for your personal information.

Privacy contact email: sales@resafloor.com Telephone: 01787 207979

2. Personal information we collect

We may collect and process the following categories of personal information:

- information you provide, including name, billing address, delivery address, email address, telephone number, account details, order details, returns information, complaints, enquiries, reviews and marketing preferences;
- transaction and payment information, including order values, payment status and transaction references. Card details are processed securely by our payment service providers and we do not intentionally store full payment-card details on our own systems;
- website and technical information, including IP address, browser type, device information, operating system, pages viewed, links clicked, referral source, approximate location derived from IP address, cookie identifiers and website activity; and
- information from third parties, including payment providers, delivery providers, website platforms, fraud-prevention providers, marketing and analytics providers, professional advisers and public authorities where required.

3. How we use personal information and our lawful bases

ITEM	DETAIL
Processing and delivering orders, taking payment, providing customer support, arranging returns and communicating about purchases	Performance of a contract
Creating and administering online accounts	Performance of a contract and legitimate interests
Maintaining accounting, tax, transaction and statutory records	Legal obligation
Preventing fraud, protecting the website, managing security and enforcing legal rights	Legitimate interests and, where applicable, legal obligation
Responding to enquiries, complaints, product issues and warranty requests	Legitimate interests and, where relevant, performance of a contract
Improving our products, website, customer service and business operations	Legitimate interests
Sending marketing communications	Consent, or where permitted by law, legitimate interests and the soft opt-in exemption
Using non-essential cookies, analytics or advertising technologies	Consent where required
Complying with legal, regulatory, health and safety, product-safety or recall obligations	Legal obligation and legitimate interests

Our legitimate interests include operating and improving ResaFloor, protecting customers and our business, preventing fraud, managing customer relationships and ensuring that our website works effectively.

4. Marketing

We may send you marketing about ResaFloor products, offers, new ranges and relevant services by email or other electronic means only where permitted by law.

You can opt out of marketing at any time by using the unsubscribe link in a marketing email, updating your account preferences where available, or contacting us.

Opting out of marketing will not stop essential service messages about orders, deliveries, returns, safety matters, product recalls or changes to our terms.

5. Who we share information with

We do not sell or rent your personal information.

We may share personal information with trusted third parties where necessary to operate our business, including: ecommerce, website-hosting and IT service providers;

- payment providers;
- delivery, courier and fulfilment providers;
- email, customer-support and marketing service providers;
- fraud-prevention and security providers;
- professional advisers, including accountants, insurers and legal advisers;
- regulators, law-enforcement bodies, courts or public authorities where required by law; and
- a buyer or prospective buyer if we sell, merge, reorganise or transfer all or part of our business.

Our service providers may only use personal information on our instructions and for the agreed purpose, unless they act as an independent controller under their own privacy policy.

6. International transfers

Some of our service providers may process personal information outside the United Kingdom.

Where this occurs, we will take appropriate steps to ensure that your information receives the level of protection required by UK data-protection law. This may include using an approved adequacy regulation, the UK International Data Transfer Agreement, the UK Addendum to approved contractual clauses, or another lawful transfer mechanism.

7. How long we keep information

ITEM	DETAIL
Order, invoice, payment and delivery records	Up to 7 years after the relevant transaction
Customer-service correspondence and complaints	Up to 3 years after resolution
Customer account information	While the account remains active, then up to 12 months after closure unless a longer period is required
Marketing information	Until you withdraw consent or opt out, then limited suppression information may be retained to respect that choice
Website security and technical logs	Usually up to 12 months
Cookies and similar technologies	As stated in our Cookie Policy or cookie banner

We may retain information for longer where necessary to establish, exercise or defend legal claims, comply with a legal obligation or resolve a dispute.

8. Cookies and similar technologies

We use cookies and similar technologies to help our website work, remember preferences, protect the website, understand how visitors use it and, where enabled, measure marketing effectiveness.

Some cookies are strictly necessary for website operation, checkout, basket functionality, security and fraud prevention. Other cookies, including analytics and advertising cookies, will be used only where you have given consent where consent is required.

Please see our Cookie Policy or cookie banner for further information and details of how to manage your preferences.

9. Automated checks and fraud prevention

We may use automated systems or third-party tools to identify potentially fraudulent transactions, misuse of our website or security risks.

These checks may consider information such as payment status, device information, IP address, delivery information and order behaviour.

We do not make decisions based solely on automated processing that have legal or similarly significant effects on you without appropriate safeguards. If you believe an automated fraud or security check has affected you unfairly, please contact us.

10. Your rights

Depending on the circumstances, you have rights under UK data-protection law to:

- request access to your personal information;
- ask us to correct inaccurate or incomplete information;
- request deletion of personal information;
- ask us to restrict the way we use your information;
- object to processing based on legitimate interests;
- object at any time to direct marketing;
- withdraw consent where we rely on consent;
- request a portable copy of certain information; and
- complain to the Information Commissioner's Office.

To exercise any of these rights, please contact us using the details in section 1. We may need to verify your identity before acting on a request. We will respond within the period required by applicable law.

11. Complaints

Please contact us first if you have a concern about how we use your personal information.

You also have the right to complain to the Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF. Telephone: 0303 123 1113.

12. Security

We use appropriate technical and organisational measures designed to protect personal information from accidental loss, unauthorised access, misuse, alteration or disclosure.

No internet transmission or storage system is completely secure. You are responsible for keeping your account password confidential and for notifying us promptly if you believe your account has been accessed without permission.

13. Children

The ResaFloor website and products are not intended for children under 18 years of age. We do not knowingly collect personal information from children. If you believe that a child has provided us with personal information, please contact us and we will take appropriate steps to remove it.

14. Third-party websites

Our website may contain links to third-party websites, social-media platforms or services. We are not responsible for the privacy practices of third parties. Please read the privacy policy of any third-party website or service before providing personal information.

15. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes to our business, website, legal obligations or the way we use personal information. The latest version will be published on our website with the Last updated date shown at the top of this page.