

PRIVACY POLICY



Victory Conversions

Last updated: 11/03/2026

1. Introduction

This Privacy Policy explains how Victory Conversions collects, uses, stores and shares personal data when you visit www.victoryconversions.com (the “Website”), contact us, submit an enquiry, request information from us, or otherwise interact with us.

This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us.

The Website is not intended for children and we do not knowingly collect data relating to children.

Please read this Privacy Policy carefully to understand how we treat your personal data and our practices regarding your personal data.

2. Who we are

For the purposes of UK data protection law, the controller of your personal data is:

Victory Conversions

Company number: 15084559

Address: Landing Lane, Sandholme, Gilberdyke, HU15 2SB

Website: www.victoryconversions.com

Victory Conversions is part of the **J. R. Rix & Sons Ltd group of companies**.

J. R. Rix & Sons Ltd is registered as a controller with the Information Commissioner’s Office under registration number **Z1941448**.

We may also be referred to in this Privacy Policy as “we”, “us” or “our”.

3. Contact details

We will be happy to deal with any queries, requests or concerns regarding the personal data we hold about you.

You can contact us by:

Post:

Data Information Officer

c/o J. R. Rix & Sons Ltd

Two Humber Quays
Wellington Street West
Hull
HU1 2BN

Telephone: 01482 224422

Email: datainformationofficer@rix.co.uk

You have the right to make a complaint to us at any time using the contact details above.

If you have concerns about the way in which we have processed your personal data, you also have the right to complain to the Information Commissioner's Office ("ICO"), which is the UK supervisory authority for data protection issues.

4. Changes to this Privacy Policy and your duty to inform us of changes

We keep this Privacy Policy under regular review and may update it from time to time.

Any changes will be posted on this page and, where appropriate, we may notify you in other ways.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

5. The personal data we collect about you

We may collect, use, store and transfer different kinds of personal data about you. Depending on how you interact with us, this may include:

Identity Data

This may include your name, title and job title.

Contact Data

This may include your email address, telephone number, postal address, company name and any other contact information you provide when you get in touch with us.

Business Contact Data

This may include your role within a business, business address, business type, and the contact details of relevant individuals within that business.

Enquiry and Communications Data

This may include the content of messages you send to us, details of your enquiry, records of correspondence, call notes, and any information you provide in forms, emails, surveys or other communications.

Technical Data

This may include your IP address, browser type and version, time zone setting, operating system, platform, device information and other technology identifiers from the devices you use to access the Website.

Usage Data

This may include information about how you use the Website, such as pages visited, time spent on pages, click behaviour, referring websites and interaction with content.

Marketing and Communications Data

This may include your preferences in receiving marketing from us, your communication preferences, and your cookie or consent choices.

Aggregated Data

We may also collect, use and share aggregated data, such as statistical or demographic data, for any purpose. Aggregated data may be derived from your personal data but is not considered personal data in law where it does not directly or indirectly reveal your identity. If we combine aggregated data with your personal data so that it can identify you, we will treat the combined data as personal data and use it in accordance with this Privacy Policy.

We do not intentionally collect any special categories of personal data through the Website, such as information about your health, racial or ethnic origin, religious beliefs, sex life or sexual orientation, political opinions, trade union membership, genetic data or biometric data. We also do not intentionally collect information about criminal convictions or offences through the Website.

6. How your personal data is collected

We may collect personal data about you in a number of ways, including:

- when you provide it to us directly by completing forms on the Website;
- when you contact us by email, telephone, post or through the Website;
- when you request information, a callback, a brochure, a quote or another response from us;
- when you correspond with us or otherwise communicate with us;
- automatically when you use the Website, through cookies and similar technologies;
- from analytics providers, advertising providers, hosting providers, CRM or enquiry management systems, and other service providers that support our Website or business operations;
- from publicly available sources, such as Companies House and other business information sources, where relevant for business-to-business communications;
- from other companies within the J. R. Rix & Sons Ltd group of companies, where relevant to your enquiry or relationship with us.

If you contact us, we may keep a record of that correspondence.

7. How we use your personal data

We will only use your personal data where the law allows us to do so.

Most commonly, we will use your personal data in the following circumstances:

- where you have given your consent;

- where we need to perform a contract with you or take steps at your request before entering into a contract;
- where it is necessary for our legitimate interests or those of a third party, and your interests and fundamental rights do not override those interests; or
- where it is necessary to comply with a legal or regulatory obligation.

We may use your personal data for the following purposes:

- to respond to your enquiries and provide information you have requested;
- to manage our relationship with you or your business;
- to keep internal records;
- to operate, administer and improve the Website;
- to analyse Website usage, performance and user journeys;
- to maintain the security of the Website and our systems;
- to manage leads, sales enquiries and customer communications;
- to send you marketing communications where permitted by law;
- to administer surveys, promotions or competitions, where applicable;
- to comply with legal and regulatory obligations; and
- to establish, exercise or defend legal claims.

8. Lawful bases for processing

Under UK data protection law, we must have a lawful basis for using your personal data. Depending on the circumstances, we may rely on one or more of the following lawful bases:

Consent

We may rely on your consent where required, including:

- for certain marketing communications; and
- for non-essential cookies and similar technologies.

You can withdraw your consent at any time.

Contract

We may process your personal data where this is necessary to take steps at your request before entering into a contract, or to perform a contract with you or your business.

Legitimate interests

We may process your personal data where it is necessary for our legitimate interests, or those of a third party, provided those interests are not overridden by your rights and interests.

This may include:

- responding to enquiries;
- managing customer and prospect relationships;
- improving Website performance and user experience;
- understanding how the Website is used;
- maintaining network and information security;
- administering our business efficiently;
- dealing with complaints;
- recovering sums due to us; and
- promoting relevant products and services to existing business contacts where permitted by law.

Legal obligation

We may process your personal data where necessary to comply with legal or regulatory obligations.

9. Marketing

We may use your personal data to send you information about our services, updates and other business communications where we are permitted to do so by law.

Where we rely on consent for marketing, we will ask for it. Where we rely on another lawful basis permitted by law, we will ensure you are given the opportunity to opt out.

Where you are an existing customer or business contact, we may send direct marketing by post, email, SMS or telephone where permitted by law and where we consider we have a legitimate interest in doing so. You have the right to object to direct marketing at any time.

You can ask us to stop sending marketing communications at any time by:

- using the unsubscribe link in emails, where available;
- contacting us at **datainformationofficer@rix.co.uk**;
- calling us on **01482 224422**; or
- writing to us at the postal address set out above.

We will never sell or rent your personal data to other organisations for marketing purposes.

10. Third parties and sources of data

In most cases, we will collect your personal data directly from you. However, we may also receive information from third parties, including:

- other companies within the **J. R. Rix & Sons Ltd** group of companies;
- analytics providers;
- website, hosting, CRM and enquiry-management providers;
- advertising and marketing service providers;
- publicly available sources such as Companies House and other business information sources;
- your employer or business, where you are contacting us on behalf of a company; and
- professional advisers or other third parties where relevant to your enquiry or our services.

11. Sharing your personal data

- We may share your personal data where necessary with:
- **J. R. Rix & Sons Ltd** and other companies within its group;
- IT, website hosting and support providers;
- CRM, enquiry management and communications providers;
- analytics and digital marketing providers;
- payment, accounting or administrative service providers, where applicable;
- professional advisers such as legal, compliance, insurance or other advisers;
- regulators, law enforcement agencies, courts or other authorities where required;
- third parties involved in dealing with any enquiry, request, complaint or claim;
- prospective buyers, sellers, investors or restructuring parties in connection with a business sale, merger or reorganisation.

We may also disclose your personal data:

- where disclosure is required by law;
- where disclosure is necessary to establish, exercise or defend legal rights;
- where disclosure is necessary for fraud prevention, credit risk reduction or regulatory compliance; or
- where you have otherwise been informed that we will do so.

We require third parties to respect the security of your personal data and to process it in accordance with the law.

12. If you choose not to provide your personal data

Where we need to collect personal data by law, or in order to respond to your enquiry, take steps before entering into a contract, or fulfil a contract we have with you or your business, and you do not provide that data, we may not be able to deal with your request or provide the relevant services.

Where we ask for information that is optional, we will make that clear.

13. International transfers

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

Where personal data is transferred outside the UK, we will take appropriate steps to ensure it is protected and that suitable safeguards are in place in accordance with applicable data protection law.

If you would like further information about the safeguards we use, please contact us using the details in this Privacy Policy.

14. Data security

The security of your personal data is very important to us. We have put in place appropriate technical and organisational measures to protect personal data against accidental or unlawful destruction, loss, alteration, unauthorised disclosure, or access.

These measures include:

- limiting access to personal data to those employees, agents, contractors and service providers who have a business need to know it;
- using secure systems and access controls;
- requiring service providers processing personal data on our behalf to apply appropriate data protection and security measures;
- maintaining procedures for dealing with suspected personal data breaches; and
- notifying you and any applicable regulator where we are legally required to do so.

All information you provide to us is stored on secure systems.

15. Data retention

We will only keep personal data for as long as necessary for the purposes for which it was collected, including to satisfy legal, regulatory, tax, accounting or reporting requirements.

In deciding how long to retain personal data, we may consider:

- the nature, sensitivity and volume of the personal data;
- the potential risk of harm from unauthorised use or disclosure;
- the purposes for which we process it and whether those purposes can be achieved by other means; and
- applicable legal, regulatory, tax, accounting or contractual requirements.

Where we use your personal data for marketing, we may retain relevant marketing information for a reasonable period after your last meaningful interaction with us, unless you ask us not to.

Where personal data relates to enquiries, contracts, transactions or legal obligations, we may retain it for longer where necessary to meet legal, tax, accounting, contractual or dispute-resolution requirements.

For further information about retention periods, please contact us using the contact details above.

16. Your legal rights

Under certain circumstances, you have the following rights under data protection law in relation to your personal data:

- **Request access** to your personal data.
- **Request correction** of your personal data.
- **Request erasure** of your personal data.
- **Object to processing** of your personal data.
- **Request restriction of processing** of your personal data.
- **Request transfer** of your personal data.
- **Withdraw consent** where we are relying on consent to process your personal data.

These rights are not absolute and may only apply in certain circumstances.

If you want to exercise any of these rights, withdraw consent, or ask us to stop contacting you for direct marketing purposes, you may do so at any time by contacting us at:

Email: datainformationofficer@rix.co.uk

Telephone: 01482 224422

Post:

Data Information Officer
c/o J. R. Rix & Sons Ltd
Two Humber Quays
Wellington Street West
Hull
HU1 2BN

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 exercise any of your other rights.

17. Complaints

You have the right to make a complaint to us at any time using the contact details set out above.

If you are unhappy with how we have used your personal data, you also have the right to complain to the Information Commissioner’s Office (“ICO”).

18. Third-party links

The Website may contain links to third-party websites or services. These websites and services have their own privacy policies and we do not accept responsibility or liability for them.

Please check those policies before you submit any personal data to those websites or use those services.

19. Cookies

Our Website uses cookies and similar technologies to distinguish you from other users, support Website functionality, analyse usage, and, where applicable, support personalisation and marketing.

Some cookies are strictly necessary for the Website to function. Other cookies and similar technologies will only be used where you have provided consent.

For more information about the cookies we use and how to control them, please see our **Cookie Policy**.

where it is necessary for our legitimate interests or those of a third party, and your interests and fundamental rights do not override those interests; or

where we need to comply with a legal