

1. Introduction

This policy applies to your use of:

- The Rix Petroleum website (referred to as 'Website', which is accessible via (<https://www.rix.co.uk>), the "My Account" portal which is accessible via <https://www.rix.co.uk/my-account>
- Any 'Services' or Heating Services provided by Rix Petroleum where you have contacted us in writing, over the phone, via SMS, via social media, or in person.

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. **See Section 9.**

Please read the following document carefully to understand how we treat your personal data and our practices regarding your personal data.

2. Who We Are

We are Rix Petroleum Limited (CRN: 12474235), part of the J.R. Rix & Sons group. We will be referred to in this document as "Rix Petroleum," "we," "us," or "our." We are responsible for the Rix Petroleum website and are the controller of all personal data collected via the 'Services', Tank Services and Heating Services.

We are registered as a controller with the Information Commissioner's Office and our registration number is Z1941448.

"Rix Petroleum" refers to the following companies:

- Rix Petroleum (Hull) Limited
- Rix Petroleum (Scotland) Limited
- Rix Petroleum (East Anglia) Limited

- Rix Petroleum (Midlands) Limited
- Rix Petroleum (Mercia) Limited
- Rix Petroleum (Spalding) Limited
- Rix Heating Services Limited
- Rix Trucks Services Limited
- Rix Energy Services

3. Contact Details

We will be happy to deal with any queries or requests regarding the data we hold about you. You can contact us by:

- **Post:** Data Compliance Officer, 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 at any time to Rix Petroleum by using the contact details above. You also have the right to complain to the Information Commissioner's Office ("ICO"), the UK supervisory authority for data protection issues, if you have any concerns regarding the way we have processed your personal data.

4. Changes to the Privacy Policy & Your Duty To Inform Us of Changes

We hold regular reviews of our privacy policy, which was last updated on 21st Sept 2023

Our privacy policy may change and, if it does, these changes will be posted to this page and, where appropriate, we will notify you. The new policy may be displayed on our website, and you may be required to read and accept the changes to continue your use of our website, the "My Account" area, or our 'Services' and Energy Services.

The personal data we hold about you must be accurate and current. Please keep us informed if your personal data changes during our relationship with you.

5. The Data We Collect About You

We may collect, use, store, and transfer various kinds of personal data about you. Examples of these types of data are:

- **Identity Data:** Data that is used for contacting you, delivering products, and providing services to you. For example, your title, name, place of work, job title, and contact information. Your contact information may include your e-mail address, telephone numbers, postal address, your preferred method of contact, your bank and/or building society details, as well as any other specific delivery details.
- **Business Contact Data:** This can include your position within the company, the company address, the company business type, status (such as a sole trader or limited), and the email addresses and telephone numbers of key contacts.
- **Application For Credit Data:**

- **Business customers:** For example, the company and trading name(s), length of time trading, the company registration number, VAT number, the credit amount required, the business type, turnover, number of employees, volume of fuel purchases, type of fuel required, number of vehicles used, the registered address, and bank details. Bank details include the account holder, account number, sort code, and the name and address of the bank/building society. We may also require and record an acknowledgment that Rix Petroleum is permitted to share data with credit reference agencies or a credit insurer to obtain and support a credit fee.
- **Domestic customers:** For example, tenure and bank details.
- **Terms and Conditions:** For example, an agreement to Rix Petroleum's terms and conditions, as well as for the delivery of Bulk Fuels, the provision of Heating Services, AdBlue, lubricants, and fuel tank services.
- **Financial Data:** For example, your business's financial accounts and details.
- **Online "My Account" Data:** For example, what parts of the system you have visited, downloaded items, your time on the site, and your user journey history.
- **Transaction Data:** For example, information regarding the 'Services' and Heating Services you have purchased from Rix Petroleum, including the product(s) purchased, the quantity ordered and delivered, the price paid, the date of the order, and delivery, the delivery address, the location of the fuel tank and the type of tank. Information relating to the provision of heating services, including the service provided and the details relating to the service delivered.
- **Payment Data:** For example, direct debits and credits made to your account.
- **Device Data:** For example, the type of mobile device used, a unique device identifier, the MAC address of the device's wireless network interface, the mobile phone number used by the device, mobile network information, the mobile operating system, the type of mobile browser used and time zone setting.
- **Content Data:** For example, the information stored and uploaded onto the "My Account" portal.
- **Profile Data:** For example, your username and password, preferences, feedback, and survey responses.
- **Usage Data:** For example, details of your use of the "My Account" portal and the website.
- **Marketing and Communications Data:** Such as your marketing preferences.

- **Third-Party Fuel Order Data:** For example, heating oil aggregators, who broker customer orders to us, provide us with the following: product(s) purchased, quantity ordered and delivered, the price paid, the date of order, and delivery, the delivery address, the location of the fuel tank and the type of tank, the customers' names and addresses, and their contact details.

We may also collect, use, and share Aggregated Data, such as statistical or demographic data, for any purpose. Aggregated Data could be derived from your personal data but is not considered personal data in law, as this data will not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific "My Account" portal feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data, which will be used per this privacy policy.

We do not collect any special categories of personal data about you, such as details about your race, ethnicity, religious beliefs, philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health, or genetic and biometric data. Nor do we collect any information about criminal convictions and offenses.

6. Third Parties

In most cases, Rix Petroleum will collect your information directly. However, there may be situations where this information is obtained by us from third parties.

Examples of this would include:

- Directly from a third party. For example:
 - credit reference agencies.
 - data providers for business development.
 - data provided by third-party heating oil aggregators or brokers.
- From a third party with your consent. For example:
 - your bank or building society.
 - professional body.
- From a third-party data profiling company, where you have given your consent for that company to pass such information to us.
- From publicly available sources. For example:
 - Electoral Roll.
 - Companies House.
 - HM Land Registry.
 - Government VAT checker.

Sharing Data With Third Parties, Including Our Service Providers and Suppliers

We will supply your identity data and transactional data to HMRC under the Registered Dealers in Controlled Oil (RDCO) requirements.

We will never sell or rent our customer data to other organisations for marketing purposes. We will not sell, distribute, or lease your personal information to third parties for their control unless we have your permission or another lawful basis to do so. Lawful basis includes our legitimate interests, as long as our interests are not overridden by the impact on you, a contractual obligation to you, or a legal requirement to do so. Where we do seek your permission, we will name the relevant third party at the time we seek such permission from you and any such permission shall be limited to the specified third party.

Please note that we may provide information for processing to certain third parties as outlined in the following paragraph and also in **section 9 below**.

To make certain 'Services,' Energy Services, or Truck Services available to you, and to make payments to your bank account, we may need to share your personal data with some of our service partners. These include:

- The online "My Account" area services hosted with various cloud vendors including Amazon, Microsoft and CODAS
- CODAS customer management platform, which is available through CDS.
- Email & SMS management systems.
- Customer survey platforms.
- Payment gateway.
- Payment of bills and invoices to suppliers, provided by various accounting platforms.
- On-truck computing solution for fuel deliveries.
- Various third-party delivery companies. Whereby we provide your contact details to third-party carriers to deliver your goods or services.

We may also appoint third-party data profiling companies to, on our behalf, establish trends and other buying/profile data to the extent that we are lawfully able to do so. Rix Petroleum only allows its service providers to manage your personal data when we have confirmed that they apply appropriate data protection and security controls. We also impose contractual obligations on service providers relating to data protection and security. This means that they are only authorised by us to use your data to provide services to Rix Petroleum and you, and for no other purposes.

6.1 Third-Party Links

Our website and the “My Account” portal may, from time to time, contain links to and from the websites of our partner networks, advertisers, and affiliates. Please note that these websites and any services that may be accessible through them have their privacy policies. We do not accept any responsibility or liability for these policies or for any personal data that may be collected through these websites or services, such as contact and location data. Please check these policies before you submit any personal data to these websites or use these services.

7. How Your Personal Data Is Collected

We will collect and process the following data:

- **Information you provide us.** This includes information such as identity, contact, financial, or marketing and communications data that you give us when downloading, accessing, using, or visiting the website, our “My Account” portal, using our ‘Services’, Tank Services and Energy Services and corresponding with us (for example, by email). If you contact us, we may keep a record of that correspondence.
- **Information we collect about you and your device.** Each time you use our website and “My Account” portal, we will automatically collect personal data including the device, content, and usage data. We collect this data using cookies and other similar technologies.
- **Information we receive from other sources, including third parties and publicly available sources.** We may receive personal data about you from various third parties, such as your employer and analytics providers, such as Google.

In addition to the above, the list below explains the places we get data that counts as part of your personal information.

Data You Give To Us:

- When applying for a Rix Petroleum account.
- When you purchase fuel and related fuel services provided by Rix Petroleum.
- When you talk to us on the phone, to one of our sales representatives, to a delivery driver, or one of our Heating Service Engineers or Truck Services team. Please note that we record all calls for training and development purposes.
- When using Rix Petroleum’s “My Account” portal and website.
- In emails and letters.
- In customer surveys.
- If you take part in competitions or promotions.

- In payment and transaction data.
- When you communicate with us via social networks.
- As part of legal or insurance claims, as well as other documents.
- In documents and forms that you are required to complete as part of a contract with us.
- Profile and usage data. This includes the security details that you create and use in connection with our services, as well as your settings and marketing choices. We also gather data from the devices that you use (such as computers and mobile phones) to connect to our internet services. We also use cookies and other internet tracking software to collect data whilst you are using our website and “My Account” portal.

8. How We Use Your Personal Data

We will only use your personal data when the law allows us to do so. Most commonly, we will use your personal data in the following circumstances:

- Where you have consented before the processing.
- Where we need to perform a contract, we are about to enter or have entered with you.
- 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.
- Where we need to comply with a legal or regulatory obligation.

Purposes for which we will use your personal data:

Purpose / Activity

Type of data

Lawful basis for processing

When applying for a Rix account

Identity data, application for credit data, business contact data, financial data, and terms and conditions data.

Legitimate interest: to process the application and contact you concerning the application.

When you purchase fuel and fuel-related services provided by Rix Petroleum.

Identity data, business contact data, application for credit data, transactional data, and payment data.

Legitimate interest: to comply with our obligations to your employer if our contract is with your employer. Performance of a contract where our contract is with you.

To manage our relationship with you or your business, internal record keeping, account management, and the provision of service-based communications/updates

Legitimate interest: to keep records and keep you up to date with our services, product updates, and changes in our terms and conditions. Performance of a contract. Your consent.

Legitimate interest: to keep records and keep you up to date with our services, product updates, and changes in our terms and conditions. Performance of a contract. Your consent.

To undertake a credit check or other financial checks on you or your business.

Application credit data.

Legitimate interest: to undertake credit checks. Your consent.

When you use the "My Account" portal or contact US to discuss your account details or transactions.

Profile data, "My Account" data, content data, and usage data.

Legitimate interest: to provide you with personalised content about your account, enable you to pay bills, and update your contact details or preference. Your consent.

To deliver Heating Services, Tank Services, AdBlue, additives, and tank-related services.

Identity data, business contact data, marketing and communications data, and transactional data

Legitimate interest: to keep records and keep you up to date with our services, product updates, and changes in our terms and conditions. Performance of a contract. Your consent.

To provide you with marketing communications about our products and services.

Marketing and communications data and business contact data.

Legitimate interest: to make existing customers aware of suitable products, blog updates, and sending our surveys to improve our service offering to you. Your consent.

To respond to your queries.

Identity data, transactional data, and business contact data.

Legitimate interest: to manage your queries and ensure we fix issues at the root cause.

To respond to complaints and seek to resolve them.

Identity data, business contact data, application for credit data, terms and conditions data, online "My Account" data, financial data, transactional data, payment data, content data, device data, profile data, usage data, and marketing and communications data.

Legitimate interest: to ensure that we resolve our complaints and that we follow our complaints procedure.

To obey laws and regulations that apply to US.

Identity data, business contact data, application for credit data, terms, and conditions data, online "My Account" data, financial data, transactional data, payment data, content data, device data, profile data, usage data, and marketing and communications data.

Regulatory requirement.

To collect and recover monies owed to US.

Identity data, business contact data, transactional data, and payment data.

Legitimate interest: to recover monies owed on the account Performance of a contract

To enable you to participate in a prize draw, competitions, or to complete a survey.

Identity data, business contact data, transactional data and marketing and communications data.

Legitimate interest: sending out and administering surveys or competitions to improve our service offering to you.

To administer and protect our business, the "My Account" Portal, and website. This includes troubleshooting, data analysis, and system testing.

Identity data, business contact data, transactional data, payment data, online "My Account" data, and profile data.

Legitimate interest: to ensure that our systems are usable, safe, and working correctly.

To administer and process third- party heating oil orders.

Identity data, terms and conditions data, and transactional data.

Legitimate interest: to keep records, make deliveries, and update you regarding changes in our terms and conditions Performance of a contract. Your consent.

9. Additional Disclosures of Your Personal Data

We may also share personal data about you:

- With third parties who are directly involved in dealing with any request, enquiry, or application made by you. For example, we may share your personal data with third-party credit reference agencies and/or credit insurers to enable you to make purchases with us.
- Where such disclosure is required by law.
- With third parties who are providing us with professional advice.

- Where the disclosure is in connection with any criminal investigation, legal proceedings, or prospective legal proceedings, where permitted by law.
- Where the disclosure is to establish, exercise or defend our legal rights. This includes in connection with court cases and/or providing information to others for fraud prevention and reducing credit risk.
- Where we are required to enforce our Terms of Use.
- Where we have stated or informed you otherwise (e.g., in this policy or on our website).
- We will not pass on your information to any third party for marketing.
- We may also disclose your personal data to third parties to whom we may choose to sell, transfer, or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy policy.
- **Children Under the Age of 13** - Our services are not intended for children under the age of 13. We do not knowingly collect or solicit personal information from anyone under the age of 13 or knowingly allow such persons to use our services. If you are under 13, please do not attempt to use our services or provide any personal information about yourself. If we learn that we have collected personal information from a child under the age of 13, we will take steps to promptly delete that information. If you believe that a child under the age of 13 may have provided us with personal information, please contact us using the details listed above so that we can take appropriate action.

10. If You Choose Not To Provide Your Personal Information

We may need to collect personal information by law or to enter into or fulfil a contract we have with you or your employer. If you do not give us any such personal information, we may not be able to enter into a contract with your business for the provision of our services. Moreover, if you do not provide your personal information, we will not be able to provide a service that is directly linked to your usage whilst working for your employer.

We sometimes ask for information that is useful but not required by law or a contract. We will make this clear when we ask for it. You do not have to give us these extra details and it will not affect the products or services you have with us.

11. International Transfers

If we are required to transfer your personal data out of the United Kingdom and European Economic Area (EEA), we will ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

- Your personal data will be transferred to a country that has been deemed to provide an adequate level of protection for personal data by the European Commission.
- Where we use certain service providers, we may use specific contracts approved by the European Commission which give personal data the same protection it has in the UK and Europe.

Please contact us if you want further information on the specific mechanism used by us when transferring your personal data out of the UK and EEA.

12. Account Security

If you contact us or we contact you, we may ask for certain information from you to confirm your identity, check our records, and deal with your account efficiently and correctly.

We aim to protect all of our customers from fraud. As part of this, we may use your personal information to verify your identity to help prevent or detect fraud. These checks may involve your information being disclosed to credit reference agencies, who may keep a record of that information. This is not a credit check, and your credit rating will be unaffected.

13. Data Security

The security of your information is very important to us. As part of our commitment to keeping your data safe, our technical experts maintain physical, electronic, and managerial procedures to keep safe the information we collect online.

We use a secure server when you contact us via our websites. We take appropriate measures to ensure that the personal information disclosed to us is kept secure, accurate, and up to date. We will ensure that your personal information is kept only for so long as is necessary for the purposes for which it was collected and is securely destroyed following our data retention and disposal policy.

Only authorised employees and carefully checked agents, contractors, and sub-contractors, who provide a particular data processing service for us, are permitted access to our data systems on a day-to-day basis. These people will only be allowed access to your data for the purposes identified within this privacy policy, processing it on our behalf or for IT security and maintenance.

Where a third party is processing your data on our behalf, we will take steps to ensure that such third party gives us commitments that it will process your data in line with applicable data protection law. If a third party is located outside of the UK,

we will always take appropriate additional steps to ensure that your personal information is kept safe and secure. This will generally involve ensuring that such third party agrees to sign up for a formal legal agreement committing them to comply with data protection standards equivalent to those in the UK.

All information you provide to us is stored on our secure servers. You are responsible for keeping your password and username for the “My Account” portal, and any other login details relating to any Rix Petroleum account, confidential. We ask you not to share a password with anyone.

Once we have received your personal data, we will use strict procedures and security features to try to prevent your personal data from being accidentally lost, used, or accessed in an unauthorised way. We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator when we are legally required to do so.

14. Data Retention

We only retain your personal data for as long as we need it for the purpose for which it was collected. Whilst taking into consideration our legal obligations, we will on an ongoing basis: review the length of time we retain your personal data; consider the purpose or purposes for which we hold your personal data in deciding whether (and for how long) to retain it; securely delete your personal data if it is no longer needed for such purpose or purposes; and update, archive or securely delete your personal data if it goes out of date.

Where we are using your personal information to send you marketing information, we will retain that information for marketing purposes for two years from the point of the last order or quote that you requested from us. We understand that even if you do not buy from us on every occasion, often we see repeat purchases from customers within this period.

We will retain relevant account information for eight years in line with legal tax and contract requirements. In the case of commercial customers, we may retain personal information for a longer period depending on the order and contracting cycles of the customer (e.g., if a customer commonly enters into five-year deals, we will retain their information for a short period beyond when we would expect such an agreement to be renewed).

For further information on how long we retain your personal data, please contact us using the contact details set out above.

15. Your Legal Rights

Under certain circumstances, you have the following rights under data protection laws concerning your personal data.

- Request access to your personal data (commonly known as a "data subject access request"). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.
- Request correction of your personal data. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.
- Request the erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us to continue to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully, or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.
- Object to processing of your personal data. This is where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.
- Request restriction of processing your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios:
 - if you want us to establish the data's accuracy.
 - where our use of the data is unlawful, but you do not want us to erase it.
 - where you need us to hold the data even if we no longer require it, as you need it to establish, exercise, or defend legal claims; or you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.
- Request transfer of your personal data. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.
- Right to withdraw consent where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing

conducted before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain services to you. We will advise you if this is the case at the time you withdraw your consent.

Where you are an active customer of ours, we may direct market to you by post, email, SMS, or telephone on the basis that we consider we have a legitimate interest in marketing to you in this way and that it does not substantially impact your privacy. You have a right to object to this at any time and may request that we cease to contact you for direct marketing in this manner at any point. We will comply with any such request.

If you want to remove consent, request that we cease contacting you for direct marketing purposes, or request the exercise of any of the above rights in respect of your personal information, you may do so at any time by emailing us at datainformationofficer@rix.co.uk, by telephone at 01482 224422, or by writing to us at: Data Information Officer, c/o J R Rix & Sons Limited, Two Humber Quays, Wellington Street West, Hull, HU1 2B.

16. Cookies

One of the most important reasons we use cookies is to enhance our customers' experience.

Cookies are an essential tool in the development and maintenance of a website. Collecting small amounts of information gives us great feedback, insight, and understanding of our customers' site visits. By tracking our website's performance in this way, we can successfully deliver the products and services you are looking for and improve navigation and usability, ultimately creating a safe, secure environment for you to browse in.

If you do not allow cookies to be used, then you will have restricted access to some of the features on our website. It will also mean your user journey will not be tracked so any opportunity to improve your online experience with us will be lost.

Your experience of the website may be adversely affected by your customisation of selected cookies.

For more information on the cookies we use please visit our [cookie policy](#).