

Who we are

Advanced Sealed Units Ltd ("we", "us", "our") manufactures and supplies insulated glass sealed units. We are the data controller for the personal data described in this policy.

- **Address:** Capital Connect, Bay 3, Travellers Lane, Welham Green, Hatfield, AL9 7HF
- **Email:** enquiry@asu.ltd
- **Telephone:** 01707 251005
- **Company registration number:** 06938299 (registered in England)
- **VAT number:** GB 977 6559 45
- **ICO registration number:** ZA589130

What personal data we collect

We only collect what we need to quote for, supply and deliver sealed units.

If you apply for a trade account

Company name, contact name, email address, telephone number, business address and postcode, VAT number, company number, estimated monthly volume, and anything you choose to write in the message field.

If you contact us through the website

Your name, company, email address, telephone number, your message, and any files you attach.

If you have a trade portal account

Your email address, an encrypted password, your company name, your trade account number, and the pricelist assigned to your account. We also hold the quotes you build and the orders placed against your account, including specifications, dimensions, quantities, prices, and delivery dates.

Technical data

Our hosting provider processes your IP address and basic request information in order to serve the site securely and to protect it from abuse (for example, limiting repeated failed sign-in attempts).

Cookies and similar technologies

We do not use advertising or tracking cookies, and we do not profile you. When you sign in to the trade portal we store a session token in your browser so that you stay signed in. This is strictly necessary for the portal to function and cannot be switched off. Our fonts are served from our own website, so viewing these pages does not send your details to any third party.

Why we use your data, and our lawful basis

- **To provide the trade portal, produce quotes, and fulfil orders** — performance of a contract with you, or taking steps at your request before entering into a contract.

- **To respond to enquiries and trade account applications** — our legitimate interests in responding to people who contact us about our products.
- **To keep the site secure and prevent abuse** — our legitimate interests in protecting our systems and our customers' data.
- **To meet accounting, tax and product traceability obligations** — compliance with a legal obligation.

Who we share it with

We do not sell your personal data. We share it only with service providers who process it on our instructions, and with professional advisers or authorities where we are legally required to:

- **Supabase** — database hosting, account authentication and file storage.
- **Cloudflare** — website hosting, content delivery and security.
- **Resend** — sending portal emails such as invitations and password resets.
- **Microsoft 365** — our business email.

Our database and trade portal accounts are hosted in the European Union (Ireland). Some of our other providers may process data outside the UK and the EU. Where that happens, we rely on appropriate safeguards such as UK adequacy regulations or the International Data Transfer Agreement.

How long we keep it

- **Trade account and transaction records** — for as long as you are a customer, and afterwards for the period required by accounting and tax law (at least six years).
- **Quotes** — kept on our systems for at least three years. Separately, a quote you have been given is valid for 30 days; after that it must be re-priced before use and may be subject to price increases.
- **Enquiries and trade account applications that do not lead to an account** — kept for between one and two years, and then deleted.

Your rights

Under UK GDPR you have the right to:

- ask for a copy of the personal data we hold about you;
- ask us to correct data that is inaccurate or incomplete;
- ask us to delete your data, where we have no continuing lawful reason to keep it;
- ask us to restrict how we use your data, or object to our use of it;
- ask us to transfer your data to another provider; and
- withdraw consent at any time, where we relied on consent.

To exercise any of these, email enquiry@asu.ltd. We will respond within one month.

Complaints

If you are unhappy with how we have handled your data, please contact us first so we can put it right. You also have the right to complain to the Information Commissioner's Office (ICO) at ico.org.uk, or by calling 0303 123 1113.

Keeping your data secure

Access to customer data is restricted to accounts that need it, portal data is separated so that each customer can only see their own quotes and orders, and all traffic to this site is encrypted in transit.

Changes to this policy

If we change this policy we will update the date at the top of this page.

See also our Terms & Conditions.