

Privacy Policy

How British Blenders collects and uses personal information

Effective date: 4 September 2026 | Last updated: 4 September 2026

1. Who we are

British Blenders is a trading name of Hygge Enterprises Ltd, a company registered in England and Wales under company number 14553382. Our registered office is Hygge HQ, Unit 28, Furnace Industrial Estate, Shildon, Durham, England, DL4 1QB. Hygge Enterprises Ltd is the controller of personal information described in this policy. References to 'British Blenders', 'we', 'us' or 'our' mean Hygge Enterprises Ltd.

2. How to contact us

For privacy questions or to exercise your rights, email hello@britishblenders.com or write to: Data Protection Contact, British Blenders, Hygge HQ, Unit 28, Furnace Industrial Estate, Shildon, Durham, England, DL4 1QB.

3. Information we collect

When you contact us through the website, by email, telephone or otherwise, we may collect your name, business name, job role, work contact details, the subject and content of your enquiry, correspondence, meeting notes and any information you choose to provide. We may also collect technical information such as IP address, device and browser type, approximate location, referral source, pages viewed, interaction events and cookie identifiers where permitted. We may receive information from your employer, colleagues, professional advisers, publicly available business sources, event contacts or a person introducing you to us.

4. How and why we use personal information

We use contact and enquiry information to respond, understand project requirements, arrange discussions, prepare proposals and take steps requested before entering into a contract. The lawful bases are taking steps at your request before a contract and our legitimate interests in operating a B2B enquiry service and developing commercial relationships. We use customer and supplier contact information to manage relationships, deliver services, keep business records, administer payments and protect legal rights. The lawful bases are performance of a contract, legal obligation and legitimate interests. We use security logs and essential technical information to operate, secure and troubleshoot the website based on our legitimate interests and, where applicable, legal obligations. We use Google Analytics data only where you consent through our cookie controls. You may withdraw cookie consent at any time.

5. Marketing

We do not use a website enquiry as consent to send consumer marketing. If we send relevant B2B communications to a corporate work address, we rely on legitimate interests where permitted and always provide a simple way to object. We will honour opt-outs. Additional consent requirements may apply to sole traders and certain partnerships under the Privacy and Electronic Communications Regulations.

6. Sharing information

We may share information with staff and contractors who need it; website hosting, maintenance, email, cloud storage, analytics, security, IT and professional-service providers; banks and payment providers; regulators, courts, law-enforcement bodies or public authorities where required; and a buyer, investor or adviser in connection with a genuine business reorganisation or sale. Suppliers may act as processors or separate controllers depending on their role. We require appropriate confidentiality, security and data-protection safeguards.

7. International transfers

Some technology suppliers, including Google, may process information outside the United Kingdom. Where personal information is transferred internationally, we use a lawful transfer mechanism such as UK adequacy regulations, the UK International Data Transfer Agreement or the UK Addendum to approved standard contractual clauses, together with additional safeguards where required.

8. Retention

We keep enquiry records for up to 24 months after the last meaningful contact unless they develop into a customer or supplier relationship. Contract, transaction and core business records are generally retained for six years after the relevant relationship or transaction ends, or longer where law, food-safety traceability, insurance, a dispute or another legitimate requirement applies. Analytics data is retained according to our configured Google Analytics retention setting. Suppression records may be kept for as long as needed to respect an opt-out. We securely delete or anonymise information when it is no longer required.

9. Your rights

Subject to legal conditions and exemptions, you may ask for access to your personal information; correction of inaccurate information; deletion; restriction; portability; or objection to processing based on legitimate interests or for direct marketing. Where processing relies on consent, you may withdraw it without affecting earlier lawful processing. You may also complain to the Information Commissioner's Office at ico.org.uk or by telephone on 0303 123 1113. We would appreciate the opportunity to address your concern first.

10. Security

We use proportionate technical and organisational measures intended to protect personal information, including access controls, secure systems, supplier management, backups and staff awareness. No internet transmission or storage system is completely secure, so we cannot guarantee absolute security.

11. Third-party links and children

The website may link to third-party sites that have their own privacy practices. We are not responsible for those sites. Our website and services are intended for businesses and are not directed at children. We do not knowingly collect children's personal information through the website.

12. Changes to this policy

We may update this policy to reflect changes in the website, our practices or the law. The latest version will be posted here with a revised update date. We will use an appropriate additional notice where a change materially affects how we use personal information.

GDPR Compliance Statement

British Blenders' public commitment to responsible data handling

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1. Our commitment

British Blenders is a trading name of Hygge Enterprises Ltd. We are committed to handling personal information lawfully, fairly, transparently and securely in accordance with the UK General Data Protection Regulation, the Data Protection Act 2018, the Privacy and Electronic Communications Regulations 2003 and other applicable UK data-protection law, including amendments made by the Data (Use and Access) Act 2025.

2. Data-protection principles

We seek to use personal information only for specified and legitimate purposes; collect no more than is reasonably needed; keep information accurate where necessary; retain it no longer than required; protect it with proportionate safeguards; and remain accountable for our decisions and practices.

3. Governance and accountability

We identify the purpose and lawful basis for material processing, provide privacy information, limit access according to business need, manage retention, assess relevant risks, maintain appropriate contracts with processors, and consider data protection when changing systems or services. Where a proposed activity is likely to create a high risk to individuals, we will carry out a data protection impact assessment before proceeding.

4. Security and incidents

We use technical and organisational measures appropriate to the nature of the information and the risks involved. We assess suspected personal-data breaches, contain and document them, and notify the Information Commissioner's Office and affected individuals where the law requires.

5. Suppliers and international processing

We carry out proportionate checks before appointing suppliers that process personal information for us and put appropriate terms in place. We use recognised safeguards for restricted international transfers and review whether additional measures are needed.

6. Individual rights

We support the rights available under UK data-protection law, including access, correction, deletion, restriction, portability, objection and withdrawal of consent where applicable. Requests can be sent to

hello@britishblenders.com. We may need to verify identity and clarify a request, and legal exemptions may apply.

7. Cookies and direct marketing

We use non-essential cookies only in line with our consent controls and Cookie Policy. We assess direct-marketing activity under both data-protection law and the Privacy and Electronic Communications Regulations, provide appropriate opt-outs and maintain suppression information where needed to respect objections.

8. Roles when working with customers

Depending on the service and information involved, Hygge Enterprises Ltd may act as a controller, joint controller or processor. The role, instructions, confidentiality, security, assistance, deletion or return requirements and use of sub-processors should be addressed in the applicable customer or supplier agreement where required. This public statement does not itself create a data-processing agreement.

9. Review and responsibility

We review this statement and our supporting practices periodically and when significant legal, operational or technology changes occur. The business is responsible for data-protection compliance, supported by the designated Data Protection Contact. We have not appointed a statutory Data Protection Officer because our current activities do not appear to require one; this position will be reviewed if our processing changes.

10. Contact and complaints

Contact the Data Protection Contact at hello@britishblenders.com or write to British Blenders, Hygge HQ, Unit 28, Furnace Industrial Estate, Shildon, Durham, England, DL4 1QB. Individuals also have the right to complain to the Information Commissioner's Office at ico.org.uk or on 0303 123 1113.