Privacy Policy

How Rosethorn Boat Builders collects, uses and protects personal information

Last reviewed: 2 November 2026

Rosethorn Boat Builders respects your privacy. This policy explains how personal information is handled when you visit our website, contact us, request information, discuss a project, download a guide or work with us as a customer, supplier or referral partner.

1. Who we are

Rosethorn Boat Builders is a UK boatbuilding and floating-space business based in County Durham. For data-protection enquiries, contact boats@rosethornboatbuilders.co.uk or call 07908 498 895.

2. Information we may collect

We may collect information you provide directly, information created through our relationship with you, and limited technical information generated when you use the website.

- Name, organisation and job title
- Postal address, email address and telephone number
- Details of your boat, marina, site, intended use and project requirements
- Photographs, plans, dimensions, equipment lists and other material supplied for an enquiry
- Quotation, order, contract, payment and project correspondence
- Supplier, partner and referral information
- Website technical data such as IP address, browser, device, pages viewed and cookie choices
- Marketing preferences and records of consent or objections

3. How we use personal information

- Respond to enquiries and provide requested information
- Assess project suitability and prepare concepts, quotations or proposals
- Administer contracts, payments, delivery, support and warranties
- Communicate with customers, suppliers, marinas and referral partners
- Improve our website, services and customer experience
- Maintain security, prevent misuse and establish or defend legal claims
- Send relevant marketing where permitted and provide an easy opt-out

4. Lawful bases

Contract: where processing is needed to take steps at your request or perform an agreement.

Legitimate interests: to operate and improve the business, respond to enquiries, maintain records, protect the website and develop relevant commercial relationships, balanced against individual rights.

Legal obligation: where records or disclosures are required by law.

Consent: where consent is required, including certain marketing or non-essential website technologies. Consent may be withdrawn at any time.

5. Sharing information

We may share information with website and IT providers, professional advisers, payment or accounting providers, delivery and installation partners, subcontractors, insurers, regulators or authorities where necessary.

We do not sell personal information. Service providers should only use information for agreed purposes and protect it appropriately.

6. International transfers

Some technology providers may process information outside the UK. Where this happens, Rosethorn should ensure an appropriate UK transfer mechanism or other lawful safeguard is in place. The live policy should identify material overseas providers after a supplier review.

7. Retention

Personal information is kept only for as long as needed for the purpose collected, including enquiry follow-up, contractual performance, legal obligations, warranty support and dispute management.

Before publication, Rosethorn should adopt and insert a practical retention schedule, for example separate periods for unsuccessful enquiries, customer contracts, financial records, marketing records and supplier information.

8. Your rights

Depending on the circumstances, you may have rights to access, correct, erase or restrict personal information; object to processing; receive portable data; and withdraw consent.

Requests can be sent to boats@rosethornboatbuilders.co.uk. You may also complain to the UK Information Commissioner's Office.

9. Security

Rosethorn uses reasonable organisational and technical measures to protect information. No internet transmission or storage system can be guaranteed completely secure.

10. Marketing

Marketing messages will only be sent where there is an appropriate lawful basis. You can unsubscribe using the message link or by contacting Rosethorn. Service and project communications are not marketing.

11. Cookies and website technologies

The website may use essential and optional cookies or similar technologies. Please see the separate Cookie Policy and use the website cookie controls to manage optional technologies.

12. Children

The website and services are not directed at children. Rosethorn does not knowingly seek personal information from children through the website.

13. Changes

This policy may be updated to reflect changes in law, guidance, suppliers or business activity. The current version should be published on the website with its review date.

14. Contact

Email: boats@rosethornboatbuilders.co.uk

Telephone: 07908 498 895