Privacy Policy

Unify Ordering Limited

Last updated: 9 September 2026

1. Introduction

Unify Ordering Limited ("UnifyOrdering", "we", "us", "our") is committed to protecting the personal data of everyone who uses our platform. This Privacy Policy explains what personal data we collect, why we collect it, how we store and protect it, how you can request its deletion, and what rights you have under applicable data protection law.

This policy applies to all users of our platform, including suppliers, buyers (restaurants, hospitality businesses), and their invited staff members, and to anyone who interacts with UnifyOrdering through a Meta Platforms product (such as WhatsApp). It covers our obligations under:

- EU GDPR (General Data Protection Regulation 2016/679) — applicable to users in Ireland and the European Economic Area
- UK GDPR (as retained in UK law by the European Union (Withdrawal) Act 2018) — applicable to users in the United Kingdom

For the purposes of both the EU GDPR and the UK GDPR, UnifyOrdering acts as the Data Controller in respect of personal data collected through the platform.

2. Who We Are

Our registered details are:

- **Company name:** Unify Ordering Limited
- **Company number:** 575246
- **Registered address:** 47a Marlborough Rd, Donnybrook, Dublin 4, Ireland
- **Contact email:** privacy@unifyordering.com

If you have any questions about this Privacy Policy or wish to exercise your rights, please contact us at privacy@unifyordering.com.

3. What Personal Data We Collect

3.1 Data You Provide Directly

When a business (supplier or buyer) invites a user to the platform, or when a user creates an account or places an order, we collect:

- First and last name
- Email address
- Phone number

We do not collect identity documents, dates of birth, or bank card details from platform users. Payment processing for platform subscriptions is handled entirely by Stripe (see Section 7).

3.2 Data Collected Automatically

When you use our platform, we may collect certain technical and usage data automatically, including:

- Your device's IP address

- Browser type and version
- Pages visited and time spent on the platform
- Unique device identifiers

This data is used solely to maintain platform performance, security, and to understand aggregate usage patterns. It is not used to identify individuals for marketing purposes.

3.3 Data Received Through Meta Platforms

Where you choose to receive order and service notifications through a Meta Platforms product (for example WhatsApp), or otherwise interact with UnifyOrdering through a Meta product, we may receive and store:

- The phone number or Meta-assigned identifier associated with your account
- Your opt-in status for receiving notifications through that channel
- Delivery and read status of the notifications we send you

We use this data only to deliver the notifications you have opted in to receive. We do not access your Meta profile, contacts, or any content beyond the messages exchanged with UnifyOrdering.

3.4 Data We Do Not Collect

We do not collect:

- Special category data (health, ethnicity, religion, biometric data, etc.)
- Data from individuals under the age of 18
- Payment card details (handled directly by Stripe under PCI-DSS)

4. Legal Basis for Processing

We process personal data only where we have a lawful basis to do so. The applicable legal bases under EU GDPR Article 6 and UK GDPR are:

- **Performance of a contract (Art. 6(1)(b)):** Processing is necessary to provide the platform service — for example, to create user accounts, process orders, and send order notifications.
- **Legitimate interests (Art. 6(1)(f)):** We may process data for platform security, fraud prevention, and service improvement, where these interests are not overridden by the rights of the individual.
- **Legal obligation (Art. 6(1)(c)):** Where we are required to retain or disclose data to comply with Irish, EU, or UK law.
- **Consent (Art. 6(1)(a)):** Where required for specific activities such as marketing communications or receiving notifications through Meta Platforms products. You may withdraw consent at any time.

5. How We Use Your Personal Data

We use personal data for the following purposes only:

- **Platform access and account management:** To create and maintain user accounts and enable platform functionality.
- **Order processing:** To facilitate the placement, transmission, and management of orders between buyers and suppliers.

- **Service communications:** To send notifications related to orders, account activity, or platform updates, by email, in-platform, or — where you have opted in — through Meta Platforms products such as WhatsApp.
- **Security and fraud prevention:** To monitor for unauthorised access and protect the integrity of the platform.
- **Platform analytics:** To understand aggregate usage patterns and improve the service.

We do not use personal data for advertising, profiling, or sale to third parties.

6. Data Sharing

We do not sell or share personal data with third parties for commercial purposes. We may share personal data only in the following limited circumstances:

6.1 Service Providers (Data Processors)

We share data with the following sub-processors, each bound by appropriate data processing agreements:

- **Amazon Web Services (AWS) — eu-west-1 (Ireland):** Our cloud infrastructure provider. All data is hosted within the EU.
- **Stripe:** Payment processing for platform subscriptions. Stripe operates under PCI-DSS and its own privacy policy (stripe.com/privacy). We do not share user personal data with Stripe beyond what is necessary for billing.
- **Simple Analytics:** Privacy-first web analytics. No personal data is shared with Simple Analytics.
- **Intercom:** Customer support communications. Intercom may process your name and email address when you contact us for support. Intercom's privacy policy is available at intercom.com/legal/privacy.
- **Meta Platforms Ireland Limited (WhatsApp Business Platform and related Meta products):** Delivery of transactional order and service notifications to users who have opted in to receive them through a Meta product. Meta processes the recipient's phone number or Meta identifier and the content of the notification message. Meta acts as a data processor under the WhatsApp Business Data Processing Terms. We do not share order values, pricing, or payment information with Meta beyond what is contained in the notification itself. Meta's privacy policy is available at facebook.com/privacy/policy.

6.2 Legal Disclosure

We may disclose personal data if required to do so by law, court order, or in response to a valid request by a public authority in Ireland, the EU, or the UK.

6.3 Business Transfers

In the event of a merger, acquisition, or sale of assets, personal data may be transferred to the acquiring entity. We will provide advance notice of any such transfer.

7. International Data Transfers

All personal data is stored on AWS infrastructure within eu-west-1 (Dublin, Ireland), within the European Economic Area (EEA). No personal data is routinely transferred outside the EEA.

For UK users, data is processed under UK GDPR. Where transfers to the EEA occur, these are covered by the UK Government's adequacy regulations for EEA countries.

Intercom, Stripe and Meta Platforms may process data outside the EEA/UK; where this occurs, they rely on the EU–US Data Privacy Framework, Standard Contractual Clauses (SCCs) or equivalent transfer mechanisms approved under EU and UK law.

8. Data Retention

We retain personal data only for as long as necessary for the purposes described in this policy, or as required by law. Our retention approach:

- **Active user accounts:** Retained for the duration of the platform relationship and for 12 months following account closure, unless a deletion request is received.
- **Order data:** Retained for up to 7 years to comply with Irish and UK tax and accounting obligations.
- **Technical/usage data:** Retained for up to 12 months.
- **Support communications (Intercom):** Retained for up to 24 months from last contact.
- **Meta Platforms data (phone numbers, Meta identifiers, notification delivery logs):** Retained for as long as your account is active and you have not withdrawn your consent to receive notifications through that channel. Deleted within 30 days of a valid deletion request (see Section 11).

When data is no longer required, it is securely deleted or anonymised.

9. Security of Your Personal Data

We implement commercially appropriate technical and organisational measures to protect personal data, including:

- Data hosted on AWS eu-west-1, a SOC 2 and ISO 27001 certified environment
- Access controls limiting data access to authorised personnel only
- Encryption of data in transit (TLS) and at rest
- Regular review of security practices

No method of electronic transmission or storage is 100% secure. While we take all reasonable steps to protect your data, we cannot guarantee absolute security. In the event of a data breach affecting your rights and freedoms, we will notify the relevant supervisory authority within 72 hours and inform affected individuals without undue delay, as required by law.

10. Your Rights

Under the EU GDPR and UK GDPR, you have the following rights in respect of your personal data:

- **Right of access (Art. 15 EU GDPR / UK GDPR s.45):** You may request a copy of the personal data we hold about you.
- **Right to rectification (Art. 16):** You may request correction of inaccurate or incomplete data.
- **Right to erasure (Art. 17):** You may request deletion of your personal data where we no longer have a lawful basis to retain it. See Section 11 for how to make a deletion request.
- **Right to restriction (Art. 18):** You may request that we restrict processing of your data in certain circumstances.
- **Right to data portability (Art. 20):** You may request your data in a structured, machine-readable format.
- **Right to object (Art. 21):** You may object to processing based on legitimate interests, including for direct marketing.

- **Right to withdraw consent:** Where processing is based on consent, you may withdraw it at any time without affecting the lawfulness of prior processing.

To exercise any of these rights, contact us at privacy@unifyordering.com. We will respond within 30 days. We may request verification of your identity before processing a request.

11. How to Request Deletion of Your Data

You can request deletion of the personal data we hold about you at any time, using any of the following methods.

11.1 By email

Send an email to privacy@unifyordering.com from the email address associated with your account, with the subject line "Data deletion request". Please include your full name and, if applicable, the business you are associated with on the platform. We may ask you to verify your identity before proceeding. You will receive a written acknowledgement with a reference code within 5 working days.

11.2 By post

Write to: Data Deletion Request, Unify Ordering Limited, 47a Marlborough Rd, Donnybrook, Dublin 4, Ireland.

11.3 Through Meta Platforms (Facebook, WhatsApp)

If you interact with UnifyOrdering through a Meta product, you can also request deletion directly from your Meta account:

- Facebook: go to Settings & Privacy › Settings › Apps and Websites, locate UnifyOrdering, select Remove, and tick the option to delete the data UnifyOrdering holds about you.
- WhatsApp: block or delete the UnifyOrdering business contact, and send a message with the word "DELETE" to the UnifyOrdering number, or email us as described in 11.1 quoting the phone number you used.

Requests received through Meta are forwarded to us automatically. We treat them exactly as a request made under 11.1: you will receive a confirmation reference and, where we still hold a contact address for you, written confirmation once deletion is complete.

11.4 What we delete

On receipt of a valid request we delete:

- Your account details (name, email address, phone number) and login credentials
- Your notification preferences and any Meta Platforms / WhatsApp identifiers and delivery logs
- Your support conversation history held in Intercom
- Technical and usage data linked to your account

11.5 What we retain, and why

Order and invoice records are retained for up to 7 years because we are legally required to keep them under Irish and UK tax and accounting legislation (including the Taxes Consolidation Act 1997 and the Companies Act 2014). On deletion of your account these records are pseudonymised, so that they no longer identify you directly and can no longer be linked to your Meta profile or phone number.

Where your account belongs to a business (a supplier or buyer organisation), the orders you placed or processed form part of that business's records. That business is the controller of those records; we will notify its administrator of your request but cannot delete data it is entitled to retain.

We may also retain the minimum data necessary to establish, exercise or defend legal claims, or where required by a court or public authority.

11.6 Timing and confirmation

We complete deletion requests within 30 days of receipt. We will confirm completion in writing and, where any data has been retained under 11.5, explain what has been kept and on what basis. If you have not received confirmation within 30 days, please contact us at privacy@unifyordering.com quoting your reference code.

12. Right to Complain

If you believe your data protection rights have been violated, you have the right to lodge a complaint with the relevant supervisory authority:

- **Ireland / EU:** Data Protection Commission (DPC) — dataprotection.ie
- **United Kingdom:** Information Commissioner's Office (ICO) — ico.org.uk

We would appreciate the opportunity to address your concerns directly before you contact a supervisory authority. Please contact us first at privacy@unifyordering.com.

13. Cookies

Our platform uses the following types of cookies:

- **Essential cookies:** Required for authentication and core platform functionality. These cannot be disabled.
- **Functional cookies:** Remember your preferences such as language settings.
- **Analytics cookies (Simple Analytics):** Used to understand aggregate platform usage. Simple Analytics is privacy-first and does not use personally identifying cookies.

You can control cookie settings through your browser preferences. Disabling essential cookies may affect platform functionality.

14. Children's Privacy

Our platform is intended for use by businesses and their authorised staff. We do not knowingly collect personal data from individuals under the age of 18. If you believe a minor has provided data to us, please contact us immediately at privacy@unifyordering.com and we will delete it.

15. Changes to This Policy

We may update this Privacy Policy from time to time. Where changes are material, we will notify registered users by email and update the "Last updated" date at the top of this document. Continued use of the platform following notification constitutes acceptance of the updated policy.

We recommend reviewing this policy periodically.

16. Contact Us

For any questions, requests, or concerns about this Privacy Policy or how we handle your personal data:

- **Email:** privacy@unifyordering.com
- **Post:** Unify Ordering Limited, 47a Marlborough Rd, Donnybrook, Dublin 4, Ireland
- **Data deletion requests:** see Section 11

This Privacy Policy was last reviewed and updated on 9 September 2026 by Unify Ordering Limited.