

TradeFlow CSR Solutions: Privacy & GDPR Policy

Last updated: 10 July 2026

Tradeflow CSR Solutions ("TradeFlow", "we", "us", "our") is committed to protecting the privacy of everyone we deal with, whether you're a client business, a member of the public who calls one of our client's numbers, or a visitor to our website. This policy explains what personal data we collect, why, how we use it, and the rights you have under the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

TradeFlow CSR Solutions is a sole trader business based in Hyde, Greater Manchester, providing AI-powered call answering and lead capture services to UK tradespeople.

Data Controller: TradeFlow CSR Solutions **Contact:** office@tradeflowcsr.co.uk **ICO Registration:** ZC191994

1. Who this policy applies to

This policy covers three groups of people:

- **Callers:** members of the public who ring a phone number belonging to one of our client businesses (e.g. an electrician or plumber), which is answered by our AI call-handling service.
 - **Clients:** the tradespeople and small businesses who sign up to use TradeFlow's services.
 - **Website visitors:** anyone browsing www.tradeflowcsr.co.uk.
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2. What personal data we collect

From callers

When someone calls a client's business number that is diverted to our service, we may collect:

- Name

- Phone number (captured automatically by the telephone network)
- Reason for calling / details of the job or enquiry
- A recording and/or transcript of the call, for quality and service-improvement purposes

As part of the service, we may also send the caller a text message (SMS) to their phone number, for example to confirm their enquiry has been received or that a tradesperson will be in touch. Standard network message charges may apply to the recipient, as with any SMS.

From clients

When a business signs up to TradeFlow, we collect:

- Name and business name
- Contact details (email, phone number, address)
- Billing and payment information (processed securely by our payment providers; we do not store full card details ourselves)
- Business details relevant to setting up their call-handling service (e.g. trade type, script preferences, existing phone number)

From website visitors

- Basic technical information automatically logged by our web hosting provider (such as IP address and browser type), for security and site operation purposes only (see Cookies, below)
- Any information you provide voluntarily, such as through a contact form or WhatsApp enquiry

3. How we collect this data

- Automatically, when a call is answered by our AI voice agent
- Directly from clients, when they sign up or communicate with us
- Automatically, via standard website technologies (see Cookies, below)

4. Why we process this data (our legal basis)

We rely on the following legal bases under UK GDPR:

- **Legitimate interests:** to answer calls on behalf of our clients, pass on leads and enquiries, and run our business efficiently. Where we act on a client's behalf, our client (the tradesperson) is the data controller for caller data, and TradeFlow acts as a data processor.
 - **Contract:** to provide our services to clients who have signed up, including billing and account management.
 - **Legal obligation:** to keep financial records for tax and accounting purposes.
 - **Consent:** where required, for example for certain marketing communications.
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5. Who we share data with

We use a small number of trusted third-party service providers to deliver our service. These providers only process data on our instructions and are bound by their own data protection obligations:

Provider	Purpose
Twilio	Telephony and call routing
Vapi	AI voice assistant platform (call handling)
Deepgram	Speech-to-text transcription
ElevenLabs	Text-to-speech voice generation
Make.com	Workflow automation between systems
Airtable	Call and lead logging
Supabase	Application database hosting
Stripe	Payment processing (client subscriptions)

Provider	Purpose
GoCardless	Recurring billing (Direct Debit)
Xero	Accounting and invoicing

We do not sell personal data to third parties, and we do not share caller or client data for third-party marketing purposes.

6. International data transfers

Some of the providers listed above (including Twilio, Vapi, and ElevenLabs) may process or store data outside the UK, including in the United States. Where this happens, we ensure appropriate safeguards are in place, such as Standard Contractual Clauses or equivalent approved transfer mechanisms, to keep your data protected to UK GDPR standards.

7. How long we keep data

- **Call recordings and raw transcripts** are retained by our voice AI platform for up to 30 days, in line with their standard retention period, then automatically deleted.
 - **Structured enquiry details** taken from a call (such as the caller's name, phone number, postcode, and a summary of the job or enquiry) are passed to the relevant client business's records and are retained for as long as needed to service the enquiry and for the duration of our relationship with that client business.
 - **Client account and billing data** is retained for as long as the client relationship continues, and for a period afterwards as required by UK tax and accounting law (normally 6 years).
 - **Website data:** see Cookies, below.
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8. Your rights

Under UK GDPR, you have the right to:

- **Access** the personal data we hold about you
- **Rectify** inaccurate or incomplete data
- **Erase** your data in certain circumstances ("right to be forgotten")
- **Restrict** or **object to** processing in certain circumstances
- **Data portability**: receive your data in a portable format
- **Withdraw consent** at any time, where we rely on consent

To exercise any of these rights, contact us at office@tradeflowcsr.co.uk. We will respond within one month, as required by law.

If you're not satisfied with how we've handled your data, you have the right to complain to the Information Commissioner's Office (ICO) at ico.org.uk or by calling 0303 123 1113.

9. Cookies

Our website does not use Google Analytics or any other tracking or analytics cookies. We do not track visitors across the site or build profiles of website visitors. If this changes in the future, we will update this policy accordingly and, where required by law, seek your consent first.

10. How we keep data secure

We use industry-standard security measures, including encrypted connections (SSL/TLS), access controls, and reputable third-party providers with their own security certifications, to protect the personal data we hold.

11. Changes to this policy

We may update this policy from time to time to reflect changes in our services or the law. The "last updated" date at the top of this page will show when it was last revised.

12. Contact us

If you have any questions about this policy or how we handle your data:

TradeFlow CSR Solutions Hyde, Greater Manchester Email: office@tradeflowcsr.co.uk