

Privacy Policy Addendum: WhatsApp Communication

Effective Date: 21st March 2025

Last Updated: 21st March 2026

WCF Chandlers is committed to protecting your privacy and ensuring transparency in how we communicate with our customers. This addendum explains how we use WhatsApp for SMS communication with our customers and how your data is handled when engaging with us via WhatsApp.

1. Use of WhatsApp for Communication

WCF Chandlers may use WhatsApp to communicate with customers regarding:

- Order confirmations and updates
- Delivery notifications
- Appointment reminders
- Customer support inquiries
- General service-related communications

We do **not** use WhatsApp to send unsolicited marketing messages or promotional offers unless you have explicitly opted in to receive such communications.

2. Data Processing and Third-Party Involvement

When you communicate with us via WhatsApp, your phone number and any exchanged messages are processed by WhatsApp, which is owned by Meta Platforms, Inc. WhatsApp's own privacy policy applies to their data processing practices. You can review WhatsApp's privacy policy here: <https://www.whatsapp.com/legal/privacy-policy/>.

3. Consent and Opting Out

By providing your phone number and engaging with WCF Chandlers via WhatsApp, you consent to receiving messages from us for the purposes outlined in this policy. If you prefer not to receive messages from us via WhatsApp, you can:

- Reply with "STOP" on WhatsApp to opt out of further communication.
- Contact us directly at 01476 576200 or sales@wcfchandlers.co.uk to update your communication preferences.

4. Security and Privacy

We take appropriate measures to protect your data; however, please note that WhatsApp is a third-party platform. We encourage users to review WhatsApp's security features and ensure their own accounts are properly secured. WCF Chandlers is not responsible for any security vulnerabilities or data breaches on WhatsApp's platform.

5. Changes to This Addendum

We may update this WhatsApp Communication Policy from time to time. Any changes will be reflected on this page with an updated effective date. If significant changes are made, we will notify customers through our website or direct communication.

6. Contact Us

If you have any questions about this policy or how we use WhatsApp to communicate with customers, please contact us at:

WCF Chandlers

Warren Way

Alma Park

Grantham

Lincolnshire

NG31 9SE

01476 576200

By continuing to use our services and communicating with us via WhatsApp, you acknowledge that you have read and understood this policy.