

## Introduction

This Privacy Policy explains how GB Domestic Appliances Ltd collects, uses, and protects your personal data when you make a purchase or interact with us.

We comply with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

## Information We Collect

We may collect the following personal data:

- Name and contact details (email, phone number, address)
- Payment information (processed securely via third-party providers)
- Purchase history
- Website usage data (cookies, IP address, browsing behaviour)

## How We Use Your Data

We use your data to:

- Process and deliver your purchase
- Provide customer support
- Manage returns and warranties
- Improve our website and services
- Send service-related communications

We will only send marketing communications where you have opted in.

## Legal Basis for Processing

We process your data based on:

- Performance of a purchase
- Legal obligations
- Legitimate business interests
- Your consent (for marketing)

## Sharing Your Data

We may share your data with:

- Delivery partners
- Payment processors
- IT and service providers

We do not sell your personal data to third parties.

## Data Retention

We retain your data only as long as necessary to:

- Fulfil your purchase
- Comply with legal obligations
- Resolve disputes

## Your Rights

Under UK GDPR, you have the right to:

- Access your data
- Request correction or deletion
- Restrict or object to processing
- Data portability
- Withdraw consent

To exercise your rights, please contact us.

## Data Security

We implement appropriate technical and organisational measures to protect your data.

However, no system is completely secure, and we cannot guarantee absolute security.

## Cookies

We use cookies to improve your browsing experience.

You can manage cookie preferences via your browser settings.

## **Third-Party Links**

Our website may contain links to third-party sites. We are not responsible for their privacy practices.

## **Changes to This Policy**

We may update this Privacy Policy from time to time.

The latest version will always be available on our website.

## **Contact Us**

If you have any questions about this Privacy Policy or your data, please contact us via our website, on the phone or customer support channels.

*YB Domestic Appliances*