

G M Clothing Ltd – Privacy Policy

1. Who we are

G M Clothing Ltd is a company registered in England and Wales, company number 14717606, with its registered office at 102 Lichfield Street, Tamworth, England, B79 7QB. We are the “controller” of the personal data described in this policy, which means we decide how and why it is used.

Contact us by email at gmclothing@proton.me for any privacy question or to exercise your rights.

This policy explains how we handle your personal data under the UK GDPR and the Data Protection Act 2018, and applies to customers in the UK, Europe and the United States.

2. What data we collect

- **Order and account details:** name, delivery and billing address, email address, phone number (if provided), and order history.
- **Payment details:** payment is handled by our payment provider. We do not store your full card details. We receive confirmation of payment and limited information such as the last four digits of your card.
- **Communications:** emails you send us about orders, returns and queries.
- **Technical data:** IP address, browser type, device information, and pages visited, collected through cookies and similar technologies (see section 8).
- **Marketing preferences:** whether you have chosen to receive marketing emails.
[Delete if you do not send marketing.]

3. How and why we use your data

Purpose	Data used	Lawful basis
Processing and delivering your order	Order, contact and delivery details	Contract
Taking payment and preventing fraud	Payment and order details, IP address	Contract; legitimate interests
Handling returns, refunds and queries	Order details, emails	Contract; legal obligation

Purpose	Data used	Lawful basis
Keeping accounting and tax records	Order and payment details	Legal obligation
Improving our website and services	Technical data	Legitimate interests; consent for non-essential cookies
Sending marketing emails [if applicable]	Name, email address	Consent

We do not sell your personal data.

4. Who we share your data with

We share data only where needed, with:

- **Delivery carriers and couriers**, to deliver your order and handle returns.
- **Payment providers** e.g. Stripe, PayPal, Mastercard, Visa / Delta, to process payments.
- **Website, hosting and email providers** gmclothing.co.uk, who store data and send order emails on our behalf.
- **Accountants and professional advisers**, for bookkeeping and legal compliance.
- **Authorities such as HMRC, law enforcement or regulators**, where we are legally required to.

These providers may only use your data to provide their services to us and must protect it.

5. International transfers

Because we sell to Europe and the United States, and some of our providers are based outside the UK, your data may be transferred internationally. Where this happens we make sure appropriate safeguards are in place, such as UK adequacy regulations, the UK International Data Transfer Agreement or Addendum, or standard contractual clauses.

6. How long we keep your data

- **Order and accounting records:** 6 years from the end of the financial year, to meet tax and company law requirements.
- **Emails and customer service records:** 2 years after our last contact.
- **Marketing preferences:** until you unsubscribe or withdraw consent.
- **Technical and cookie data:** as stated in our cookie policy.

When data is no longer needed, we delete or anonymise it.

7. Your rights

Under UK data protection law you have the right to:

- be **informed** about how we use your data (this policy)
- **access** the personal data we hold about you
- have inaccurate data **corrected**
- have your data **erased**, in certain circumstances
- **restrict** or **object** to our use of your data, in certain circumstances
- **data portability**, to receive your data in a usable format
- **withdraw consent** at any time where we rely on it, for example by unsubscribing from marketing

To use any of these rights, email gmclothing@proton.me. We will respond within one month. We may need to verify your identity first. There is normally no charge.

If you are not happy with how we handle your data, please contact us first. You also have the right to complain to the Information Commissioner's Office (ICO) at ico.org.uk or on 0303 123 1113.

Customers in the EU/EEA and the US: you may have additional rights under local law, such as under the EU GDPR or, for California residents, the California Consumer Privacy Act. [Check whether you need to add a section for these if you reach the relevant volume or thresholds.] Contact us by email and we will help you exercise any rights available to you.

8. Cookies

Our website uses cookies and similar technologies. Essential cookies are needed for the site to work, for example to remember your basket and process orders. We use non-essential cookies, such as analytics or advertising cookies, only with your consent, which you can withdraw at any time.

You can also control cookies through your browser settings, though blocking essential cookies may stop parts of the site working.

9. Security

We use appropriate technical and organisational measures to protect your data, including secure payment processing and access controls. No online system is completely secure, so please take care with your own account details.

10. Children

Our site is not aimed at anyone under 18, and we do not knowingly collect data from children. If you believe a child has given us personal data, please email us and we will delete it.

11. Links to other sites

Our website may link to other sites, such as carrier tracking pages. We are not responsible for their privacy practices, so please read their policies.

12. Changes to this policy

We may update this policy from time to time. The latest version will always be on our website, with the date it was last updated.

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