

## Privacy Policy for POWRD UK

POWRD UK is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information when you visit our website <https://www.powrd.co.uk/> in accordance with UK data protection laws, including the **Data Protection Act 2018** and the **General Data Protection Regulation (GDPR)**.

Please read this policy carefully to understand our views and practices regarding your personal data and how we will treat it.

### 1. Information We Collect

We may collect and process the following data:

- **Personal Identification Information:** When you fill out forms on the Site, such as registering for an account, making a purchase, or signing up for newsletters, we may collect personal information, including your name, email address, phone number, postal address, and payment details.
- **Technical Data:** This includes information about your browsing actions, IP address, browser type, operating system, and device data. We collect this data to improve the functionality and performance of the Site and provide you with a better user experience.
- **Cookies and Tracking Technologies:** We use cookies and similar technologies to improve your experience on the Site. For more information about how we use cookies, please refer to our Cookie Policy.

### 2. How We Use Your Information

We may use your personal information for the following purposes:

- To process and fulfil your orders, including providing customer support.
- To send marketing communications, if you have opted in to receive them.
- To improve the functionality and user experience of the Site.
- To detect and prevent fraud and security breaches.
- To comply with legal obligations, including responding to requests from law enforcement agencies or regulatory authorities.

### 3. Legal Basis for Processing Your Data

We process your personal data based on the following legal grounds:

- **Consent:** When you provide us with your personal information (e.g., signing up for newsletters), you give us your consent to process it.
- **Contractual Necessity:** We process your data when necessary to fulfil a contract, such as processing orders and delivering services.
- **Legitimate Interests:** We may process your data for legitimate business interests, such as improving our services and preventing fraud, provided these interests are not overridden by your rights and freedoms.

- **Compliance with Legal Obligations:** We may process your data to comply with legal requirements, including tax and financial reporting.

#### 4. How We Share Your Information

We may share your personal data with third parties in the following circumstances:

- **Service Providers:** We may share your information with third-party providers who help us with operations, such as payment processors, shipping providers, and website hosting services.
- **Legal Compliance:** We may disclose your personal information if required by law, to comply with legal obligations, or to protect our rights, property, or safety.

#### 5. Data Retention

We will retain your personal data only for as long as necessary for the purposes for which it was collected, including to comply with legal, accounting, or reporting requirements. When your data is no longer required, we will securely delete or anonymise it.

#### 6. Your Rights

Under UK data protection law, you have the following rights:

- **Right to Access:** You can request a copy of the personal data we hold about you.
- **Right to Rectification:** If your personal data is inaccurate or incomplete, you have the right to ask us to correct it.
- **Right to Erasure:** You can request that we delete your personal data in certain circumstances, such as when the data is no longer necessary for the purposes for which it was collected.
- **Right to Restrict Processing:** You can request that we restrict the processing of your personal data in certain situations.
- **Right to Object:** You have the right to object to our processing of your personal data in certain circumstances, including for marketing purposes.
- **Right to Data Portability:** You can request that we provide your personal data in a structured, commonly used, and machine-readable format.
- **Right to Withdraw Consent:** If we rely on consent to process your data, you can withdraw your consent at any time.

To exercise any of these rights, please contact us using the details provided below.

#### 7. Security

We are committed to ensuring the security of your personal information. We implement appropriate technical and organisational measures to protect your data from unauthorised access, alteration, disclosure, or destruction. However, no data transmission over the internet can be guaranteed to be completely secure, so we cannot ensure the security of information sent via the internet.

## **8. Third-Party Links**

Our Site may contain links to third-party websites. This Privacy Policy does not apply to those third-party sites, and we encourage you to review their privacy policies. We are not responsible for the content or privacy practices of external websites.

## **9. International Transfers**

Your personal data may be processed outside of the UK during our business operations, including by our service providers. If we transfer your personal data internationally, we will ensure appropriate safeguards are in place, such as data transfer agreements, to protect your privacy.

## **10. Updates to This Privacy Policy**

We may update this Privacy Policy from time to time. When we do, we will post the updated policy on this page and update the effective date at the top. We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your personal data.

## **11. Contact Us**

If you have any questions or concerns about this Privacy Policy or how we handle your personal data, please contact us:

### **POWRD UK**

hello@powrd.co.uk

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By using the Site, you acknowledge that you have read and understood this Privacy Policy.