



Welcome to The Cart Queen. We value your privacy and are committed to protecting your personal information. This Privacy Policy explains how we collect, use, store, share, and protect your information when you visit or make a purchase from <a href="https://www.thecartqueen.co.uk">www.thecartqueen.co.uk</a> in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and other applicable laws.

### 1. Who We Are

Data controller: The Cart Queen

Email: enquiries@thecartqueen.co.uk

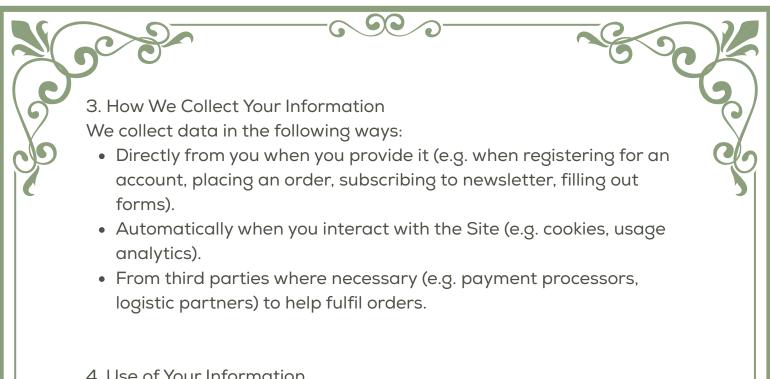
### 2. What Information We Collect

We may collect and process the following kinds of personal data when you use our Site:

- Identity Data: name, title, date of birth (if required).
- Contact Data: email address, postal address, telephone number.
- Transaction Data: details about payments to and from you and other details of orders you have placed with us.
- Technical Data: IP address, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform, device information.
- Profile Data: username and password, purchases or orders made by you, your interests, preferences, feedback, survey responses.
- Usage Data: information about how you use our website, products and services.
- Marketing & Communications Data: your preferences in receiving marketing from us and your communication preferences.







### 4. Use of Your Information

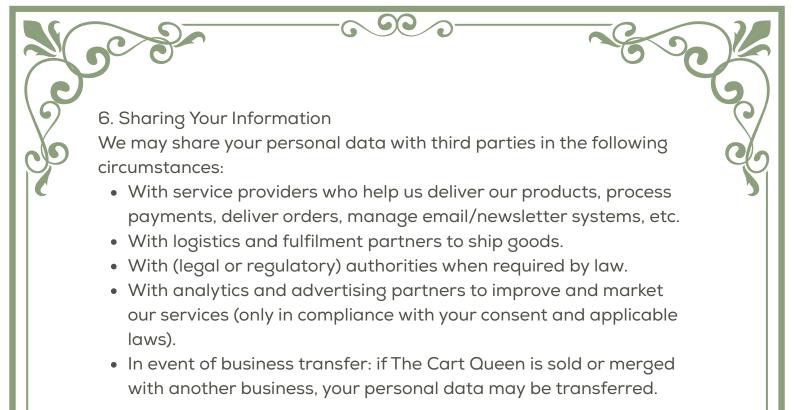
We use your personal data for legitimate business purposes, including but not limited to:

- Processing your orders, payments, returns and refunds, and managing your account.
- Providing customer service and handling your enquiries.
- Sending you order confirmations, shipping notifications, and other transactional messages.
- Managing and securing our Site, and preventing fraud.
- Tailoring and personalizing your shopping experience (e.g. product recommendations).
- Marketing purposes (where you have given consent), such as sending newsletters, offers, promotions.
- Analysing how users use our Site to improve content, usability and service.

## 5. Legal Basis for Processing

Under UK GDPR, we rely on one or more of these legal bases:

- Performance of a contract so we can fulfil your order, deliver products, manage accounts.
- Legal obligation where we must comply with applicable laws (e.g. financial, tax, record-keeping).
- Consent for certain communications, marketing or cookies, where you've given explicit consent.
- Legitimate interests for parts of our business like fraud prevention, business planning, product improvement, unless those interests are overridden by your rights.



7. International Transfers of Data

We may transfer your data outside the UK or European Economic Area ("EEA") in the following cases:

- If we use third-party services (e.g. hosting, email, analytics) whose servers are located outside the UK/EEA.
- Or if partner/logistics suppliers operate outside the UK/EEA.

We will ensure that any transfer across borders maintains appropriate safeguards (e.g. using standard contractual clauses, ensuring the recipient offers equivalent data protection standards) as required under UK GDPR.

#### 8. Data Retention

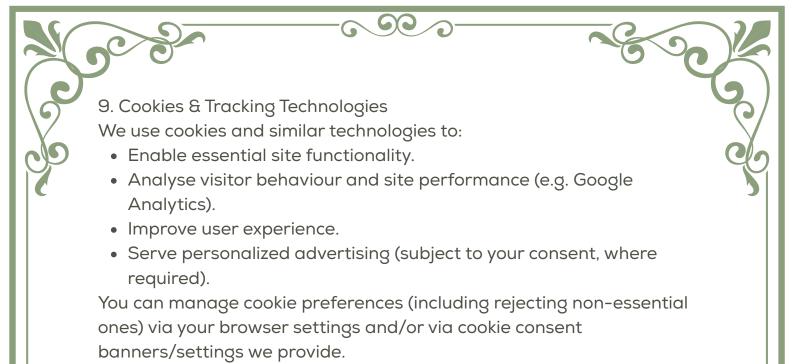
We will retain your personal data for as long as necessary for the purposes set out in this Privacy Policy, including to:

- Fulfil our contractual obligations to you (e.g. maintaining records for orders, returns).
- Comply with legal, regulatory, tax, accounting obligations (e.g. retention periods under law).
- Resolve disputes, enforce our agreements.

When your data is no longer needed, we will securely delete or anonymize it.



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10. Your Rights

Under UK GDPR, you have certain rights in relation to your personal data, including:

- The right to access the personal data we hold about you.
- The right to rectification of inaccurate or incomplete data.
- Right to erasure ("right to be forgotten") in some circumstances.
- Right to restrict processing.
- Right to data portability.
- Right to object to processing (including direct marketing).
- Right to withdraw consent at any time (where we rely on consent).

To exercise any of these rights, please contact us using the contact information above.

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO) if you believe we have breached data protection laws.

# 11. Security

We implement appropriate technical and organisational measures to protect your personal information, including:

- Secure servers and encryption (e.g. SSL/TLS).
- Access controls—only authorised personnel have access to your data.
- Regular testing and evaluation of security practices.

However, no method of transmission over the internet, or electronic storage, is 100% secure. We cannot guarantee absolute security, but we aim to take all reasonable measures.

