



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 www.thecartqueen.co.uk 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.

3. How We Collect Your Information

We collect data in the following ways:

- Directly from you when you provide it (e.g. when registering for an account, placing an order, subscribing to newsletter, filling out forms).
- Automatically when you interact with the Site (e.g. cookies, usage analytics).
- From third parties where necessary (e.g. payment processors, logistic partners) to help fulfil orders.

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.

6. Sharing Your Information

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

- With service providers who help us deliver our products, process payments, deliver orders, manage email/newsletter systems, etc.
- With logistics and fulfilment partners to ship goods.
- With (legal or regulatory) authorities when required by law.
- With analytics and advertising partners to improve and market our services (only in compliance with your consent and applicable laws).
- In event of business transfer: if The Cart Queen is sold or merged with another business, your personal data may be transferred.

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.

9. Cookies & Tracking Technologies

We use cookies and similar technologies to:

- Enable essential site functionality.
- Analyse visitor behaviour and site performance (e.g. Google Analytics).
- Improve user experience.
- Serve personalized advertising (subject to your consent, where required).

You can manage cookie preferences (including rejecting non-essential ones) via your browser settings and/or via cookie consent banners/settings we provide.

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.

12. Children's Privacy

Our Site is not intended for children under the age of 16. We do not knowingly collect personal data from children under 16. If you believe a child has provided us with personal data, please contact us and we will delete that information.

13. Changes to this Privacy Policy

We may update this policy from time to time. When we do, we will post the updated version on this page with a new "Last updated" date. We may also notify you (e.g., via email) where appropriate.

14. Contact Us

If you have any questions, concerns or requests regarding this Privacy Policy or our data practices, please contact:

enquiries@thecartqueen.co.uk

