

Privacy Notice

Garrison Dales Ltd

Effective Date: 03/01/2025

This is the privacy notice of Garrison Dales Ltd. In this document, “we”, “our”, or “us” refer to Garrison Dales Ltd.

We are registered in England & Wales under company number [Insert Company Number].

Our registered office is at:

Unit 1 Great Western Business Park, McKenzie Way, Worcester, WR4 9GN, United Kingdom.

Introduction

This privacy notice aims to inform you about how we collect and process any information that we collect from you or that you provide to us. It covers information that could identify you (“personal information”) and information that could not. In the context of the law and this notice, “process” means collect, store, transfer, use or otherwise act on information. It explains your privacy rights and how the law protects you.

We are committed to protecting your privacy and the confidentiality of your personal information. This policy is not just about legal compliance — it reflects our ongoing commitment to transparency, trust, and accountability.

Our policy complies with the Data Protection Act 2018 and incorporates the principles of the EU General Data Protection Regulation (GDPR).

We recommend reviewing the guidance available at:

www.knowyourprivacyrights.org

Except as outlined in this notice, we do not share, sell, or disclose any personal information to third parties.

Data Protection Officer

We have appointed a Data Protection Officer (DPO) who is responsible for ensuring this policy is upheld. If you have any questions or requests relating to this privacy notice, please contact:

marketing@garrisondales.co.uk

What Data We Collect

We may collect, use, store and transfer the following kinds of personal data:

- **Identity Data:** name, title, date of birth, or similar identifiers.
- **Contact Data:** billing address, delivery address, email address, phone numbers.
- **Technical Data:** IP address, browser type and version, time zone settings, device types.
- **Marketing & Communication Data:** your preferences in receiving marketing and communications.

We may also collect aggregated or anonymised data (e.g. statistical or demographic data) that does not directly identify you unless combined with identifiable data.

We do not collect any special category personal data (e.g. health, religious beliefs, sexual orientation).

If You Don't Provide Required Data

If we need personal data to fulfil a contract or comply with a legal requirement and you do not provide it, we may not be able to deliver certain services or products.

Legal Bases for Processing Your Data

We will only process your personal data when legally permitted to do so, based on one or more of the following grounds:

1. Contractual Obligation

To fulfil or enter into a contract with you, such as processing orders or managing your account.

2. Consent

Where you have provided explicit consent, for example when subscribing to newsletters or marketing communications. You may withdraw consent at any time.

3. Legitimate Interest

Where processing is necessary for our legitimate business interests, including:

- Managing our relationship with you
- Improving our services and website
- Record keeping and compliance

4. Legal Obligation

Where we must comply with a legal or regulatory requirement, such as tax or law enforcement.

How We Use Your Information

We use your information to:

- Provide our products and services
 - Process and dispatch orders
 - Respond to customer service enquiries
 - Improve our website and offerings
 - Send relevant marketing communications (where permitted)
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Marketing

You will receive marketing communications from us if you have:

- Requested information from us
- Made a purchase from us
- Provided consent to receive such communications

You can unsubscribe at any time via email or by clicking the unsubscribe link in our communications.

Cookies & Tracking Technologies

We use cookies and similar technologies to:

- Understand website usage
- Improve user experience
- Track login sessions and basket items
- Deliver tailored marketing (if consented)

You can manage or disable cookies in your browser settings. See our Cookie Policy for more detail.

Automated Decision Making

We do not use your data for any automated profiling or decision-making that significantly affects you.

Third-Party Disclosure

We may share your data with:

- Service providers (e.g. couriers, payment processors, email systems)
- Professional advisers (e.g. accountants, legal advisers)
- Law enforcement or government authorities (if legally required)

We require all third parties to respect your data and use it only for the specified purpose.

International Transfers

We may use service providers located outside the UK or EEA. In such cases, we ensure:

- Data is transferred only to countries offering adequate data protection; or
 - Standard contractual clauses are used in line with GDPR requirements.
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Data Retention

We retain your personal data:

- As long as necessary to fulfil our services
- As required for legal or tax purposes
- To resolve disputes or enforce contracts

Once no longer needed, your data is securely deleted or anonymised.

Your Legal Rights

You have the right to:

- Access your personal data
- Correct or update inaccurate information
- Request data deletion
- Restrict or object to processing

- Withdraw consent
- Lodge a complaint with the Information Commissioner's Office at ico.org.uk

To exercise any of your rights, please contact:
marketing@garrisondales.co.uk

Security Measures

We use SSL encryption, secure servers, and restricted access protocols to protect your personal data.

Children's Privacy

Our website is not intended for use by children under 18. We do not knowingly collect data from children.

Updates to This Policy

We may update this privacy notice from time to time. The latest version will always be available on our website. You should check this page periodically to stay informed.

Contact

For any questions, concerns, or requests regarding your personal data, please contact:

Garrison Dales Ltd
Unit 1 Great Western Business Park, McKenzie Way, Worcester, WR4 9GN
marketing@garrisondales.co.uk
01905 794555