



## Privacy Policy

ABC Saddlery Ltd ("we", "our", "us") respects your privacy and is committed to protecting your personal data. This Privacy Policy explains how we collect, use, and safeguard your information when you use our website and services.

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### 1. Who We Are

ABC Saddlery Ltd

Company Registration No: **03601020**

We are the data controller responsible for your personal information.

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### 2. Information We Collect

We may collect the following information when you use our website or place an order:

- **Identity & Contact Data:** name, billing/delivery address, email address, telephone number
- **Transaction Data:** purchase history, order details, payment confirmations
- **Technical Data:** IP address, browser type, device information
- **Usage Data:** how you use our website (pages visited, products viewed)

We do **not** collect or store your payment card details. All payments are processed securely through **PayPal**.

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### 3. How We Use Your Information

We use your personal data for:

- Processing and fulfilling your orders
- Delivering products to your chosen address
- Communicating with you regarding your order or customer support enquiries
- Meeting our legal and accounting obligations
- Improving our website and services

We will only use your information where we have a lawful basis to do so (e.g., contract, legal obligation, legitimate interests, or your consent).



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## 4. Sharing Your Information

We may share your information with:

- **Service providers** (e.g., delivery companies, IT support)
- **Payment provider** (PayPal) for secure transactions
- **Regulatory authorities** if required by law

We will never sell or rent your personal information to third parties.

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## 5. Data Retention

We retain your personal data only as long as necessary for the purposes outlined in this policy, typically:

- Order records: **6 years** (for tax and legal compliance)
- Customer account details: until you request deletion

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## 6. Data Security

We use appropriate technical and organisational measures to protect your data against loss, misuse, or unauthorised access.

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## 7. Your Rights

Under UK GDPR, you have the right to:

- Access the personal data we hold about you
- Request correction of inaccurate data
- Request deletion of your data (where legally permissible)
- Object to processing for direct marketing
- Request transfer of your data to another service provider
- Lodge a complaint with the **Information Commissioner's Office (ICO)**

To exercise your rights, please contact us using the details below.



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## 8. Cookies

Our website may use cookies to improve functionality and analyse site usage. You can control cookies through your browser settings. Please see our **Cookie Policy** [if applicable] for more details.

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## 9. Contact Us

If you have any questions about this Privacy Policy or how your data is handled, please contact us:

**ABC Saddlery Ltd**

Unit 151 Fordham Road, Isleham, Ely, Cambs CB7 5QX

Email: [vincent@abcsaddlery.co.uk](mailto:vincent@abcsaddlery.co.uk)

Telephone: 07923831780

If you are not satisfied with our response, you have the right to lodge a complaint with the UK Information Commissioner's Office (ICO) at [www.ico.org.uk](http://www.ico.org.uk).