

Privacy Policy and Data Protection

Sail Shade World Ltd processes and protects collected personal data in a lawful and transparent manner. Data is collected for specific, legitimate purposes and is not processed in any way incompatible with these defined purposes.

Principles of Data Processing:

- **Conscientiousness:** Data is handled in a lawful and conscientious manner.
- **Accuracy:** Personal data is accurate and updated as necessary.
- **Minimization:** Data collection is limited to what is necessary for the intended purpose.
- **Security:** Processing ensures an adequate level of security.
- **Storage Limitation:** Identification-permitting data is kept no longer than necessary for the purposes of collection.

Rights of Personal Data Subjects

Under Regulation (EU) 2016/679, data subjects have the following rights regarding their personal information:

- **Access:** The right to confirm if data is being processed and obtain a copy of that data.
- **Rectification:** The right to have inaccurate or incomplete data corrected.
- **Erasure:** The right to be forgotten if data is no longer needed or consent is withdrawn.
- **Restriction:** The right to limit data processing under specific circumstances, such as when accuracy is disputed.
- **Data Portability:** The right to receive personal data in a machine-readable format or have it transferred to another controller.
- **Objection:** The right to object to processing based on legitimate interests or for direct marketing purposes.

Data Retention and Storage

- **Contractual Data:** Personal data related to contracts is generally kept for **5 years** after the calendar year in which the contract expires.
- **Legal Claims:** If judicial claims exist, the retention period is **3 years** after their completion.
- **Extended Storage:** In specific legally justified cases, information may be stored for up to **7 years**.

Cookies and Third-Party Services

The website utilizes cookies to ensure safe and normal functionality.

- **Session Controls:** Temporary cookies are used for navigation, security, and session identification.
- **Stripe Payments:** Stripe is used for payments and analytics. Stripe may collect transactional and identifying device information to improve services and prevent fraud.

How to Exercise Your Rights

To submit a request, inquiry, or objection regarding your personal data, you may contact the relevant controller:

- **General Privacy Requests:** privacy.controller@sailshadeworld.co.uk.
- **Cookie Inquiries:** cookie.controller@sailshadeworld.co.uk

Requests must include your name (address, telephone, or e-mail). Sail Shade World Ltd will typically provide information on actions taken within **one month** of receiving the request.