

# Flow Kayaks Limited Privacy Notice

## Our contact details

Name: Flow Kayaks Limited

Address: Unit 13-14, Nottingham Wholesale and Trade Park, Nottingham, NG2 3JJ

Phone Number: 01158557542

E-mail: [info@flowkayaks.co.uk](mailto:info@flowkayaks.co.uk)

Date privacy notice last updated: 16/04/2024

## What personal information do we collect?

We currently collect and process the following information:

- Personal identifiers, contacts, and characteristics (for example, name and contact details)
- Marketing Preferences

## How do we collect personal information and why?

Most of the personal information we process is provided to us directly by you for one of the following reasons:

- To fulfil customer orders and to contact customers regarding outstanding orders.
- To send marketing via the agreed form of contact to our subscribers.

We use the information that you have given us to contact you regarding special offers and new products that may be of interest to you and to fulfil outstanding orders.

## Who do we share personal information with and why?

We may share this information with:

Royal Mail, Parcelforce and occasionally other third party couriers for order fulfilment.

Stok.ly for the purpose of stock management and in house order fulfilment.

WordPress and Woo Commerce for online order fulfilment.

MailChimp for email marketing.

If you choose to make a purchase from us using a loan, we will share your information with our lending partner Buyline Ltd. We will only do this with your consent. For information about how Buyline process your information please visit: <https://www.buyline.co.uk/privacy-policy/>

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing this information are:

1. Your consent. You are able to remove your consent at any time. You can do this by contacting [info@flowkayaks.co.uk](mailto:info@flowkayaks.co.uk)
2. We have a contractual obligation.
3. We have a legal obligation.
4. We have a vital interest.
5. We need it to perform a public task.
6. We have a legitimate interest.

## How do we store personal information?

Your information is securely stored on our secure server.

We keep Personal identifiers, contacts, and characteristics (for example, name and contact details) and Marketing Preferences for as long as you remain a customer of ours. We will then dispose your information by erasing your details from our customer list, mailing list and our server.

## What rights do you have about your data?

Under data protection law, you have rights including:

**Your right of access** - You have the right to ask us for copies of your personal information.

**Your right to rectification** - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

**Your right to erasure** - You have the right to ask us to erase your personal information in certain circumstances.

**Your right to restriction of processing** - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

**Your right to object to processing** - You have the right to object to the processing of your personal information in certain circumstances.

**Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at [info@flowkayaks.co.uk](mailto:info@flowkayaks.co.uk), call us 01158557542 or write to us at Unit 13-14, Nottingham Wholesale and Trade Park, Clarke Road, Nottingham, NG2 3JJ if you wish to make a request.

## How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us at [info@flowkayaks.co.uk](mailto:info@flowkayaks.co.uk).

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>