

# Privacy Policy for Lux Lab Detailers

## Overview

At Lux Lab Detailers, your privacy is our priority. This Privacy Policy explains how we collect, use, and protect your personal information. Below is a quick summary of our practices:

- **Data Collected:** Includes your name, contact information, and browsing activity.
- **Purpose:** For order processing, improving services, and marketing (only with your consent).
- **Your Rights:** Access, update, delete, or restrict the use of your personal data.
- **Contact Us:** Email [info@luxlabdetailers.com](mailto:info@luxlabdetailers.com) for queries or concerns.

For detailed information, please refer to the sections below.

## 1. Introduction

This Privacy Policy outlines how Lux Lab Detailers ("we," "us," or "our") collects, processes, and safeguards your personal data. We are committed to adhering to the UK General Data Protection Regulation (UK GDPR) and relevant laws.

By using our website or services, you agree to this Privacy Policy. If you do not agree, please discontinue using our services.

## 2. Data We Collect

We may collect the following types of information:

- **Identity Data:** Such as your name and title.
- **Contact Data:** Including your email, phone number, billing, and delivery addresses.
- **Transaction Data:** Details related to purchases and payments.
- **Technical Data:** Such as IP address, browser type, and browsing activity (via cookies).
- **Marketing Data:** Your preferences for receiving communications from us.

## 3. How We Use Your Data

Your data is used for the following purposes:

- **Order Fulfilment:** To process and deliver your purchases accurately.
- **Customer Support:** To respond to inquiries and provide assistance.

- **Marketing:** To send promotional materials, only if you opt in.
- **Service Enhancement:** To analyse and improve user experiences.

## Legal Basis for Processing

We process your data under the following bases:

- **Contractual Necessity:** To provide the services you request.
- **Consent:** For optional marketing communications.
- **Legal Obligations:** To comply with applicable laws.
- **Legitimate Interests:** For purposes such as fraud prevention and service improvement.

## 4. Cookies

We use cookies to enhance your browsing experience. These include:

- **Essential Cookies:** Necessary for core website functionality.
- **Analytics Cookies:** To gather insights into user behaviour (e.g., via Google Analytics).

You can manage your cookie preferences in your browser settings. Please see our Cookie Policy for more details.

## 5. Sharing Your Data

We only share your data with trusted third parties, such as:

- **Payment Processors:** To facilitate secure transactions (e.g., Visa).
- **IT Providers:** For hosting and maintaining our website.
- **Marketing Services:** Only with your explicit permission.
- **Legal Authorities:** When required by law.

All partners are required to uphold strict data protection standards.

## 6. Data Retention

We retain your data for the following purposes:

- **Legal Compliance:** For tax and regulatory requirements.
- **Service Delivery:** To fulfil ongoing service obligations.

- **Dispute Resolution:** To address legal claims, if any arise.

Data not required for these purposes will be securely deleted.

## 7. Security Measures

We employ robust technical and organisational measures to protect your personal data. While no system is completely secure, we strive to minimise risks through encryption, firewalls, and secure servers.

## 8. Your Data Protection Rights

Under data protection laws, you have the following rights:

- **Access:** Request a copy of your personal data.
- **Correction:** Rectify inaccurate or incomplete data.
- **Erase:** Request the deletion of your data.
- **Restriction:** Limit the processing of your information.
- **Data Portability:** Transfer your data to another provider.
- **Withdraw Consent:** Opt out of marketing communications.
- **Lodge Complaints:** File a complaint with the Information Commissioner's Office ([www.ico.org.uk](http://www.ico.org.uk)).

## 9. Children's Privacy

Our services are not intended for children under the age of 13. If we identify data belonging to a child, we will promptly delete it.

## 10. Updates to This Privacy Policy

We may revise this Privacy Policy from time to time. Significant changes will be communicated through email or website notifications. Please review this policy periodically.

## 11. Contact Us

For privacy-related inquiries, please contact:

Data Privacy Manager

Jonathan Peled  
Email: [info@luxlabdetailers.com](mailto:info@luxlabdetailers.com)  
Phone: +44 7907018807

**Effective Date:** 14 Dec 2024