

## Privacy Policy

**Brain and Body Wellness Limited**

**Effective Date:** 20 April 2025

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### 1. Introduction

Brain and Body Wellness Limited (“we”, “our”, “us”) respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, and safeguard your data when you visit our website or purchase our products.

We comply with UK data protection laws, including the **UK GDPR** and the **Data Protection Act 2018**.

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### 2. Information We Collect

We may collect the following types of information:

- **Personal details:** name, email address, phone number, billing and shipping address.
  - **Payment information:** processed securely by our third-party payment providers (we do not store your full payment details).
  - **Order details:** products purchased, delivery preferences.
  - **Website usage data:** IP address, browser type, pages visited, time spent on our website (via cookies and analytics tools).
  - **Communication history:** when you contact us by email or via our website.
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### 3. How We Use Your Information

We process your personal data for the following purposes:

- To process and deliver your orders.
  - To respond to your enquiries and provide customer support.
  - To improve our website, services, and customer experience.
  - To send you marketing communications (only if you have consented).
  - To comply with legal obligations (e.g., tax and accounting requirements).
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### 4. Legal Basis for Processing

We rely on the following legal grounds under UK GDPR to process your data:

- **Contract:** to fulfil your orders and provide services.
- **Consent:** for optional marketing communications.
- **Legal obligation:** for record-keeping, tax, and compliance purposes.

- **Legitimate interests:** to improve our services and ensure site security.
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## 5. Sharing Your Information

We will never sell your personal data. We may share your data with trusted third parties, including:

- Payment processors (e.g., Stripe, PayPal).
- Delivery and logistics partners.
- IT service providers (e.g., website hosting, email services).
- Legal or regulatory authorities, if required by law.

All service providers are required to keep your information secure and only process it on our instructions.

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## 6. International Transfers

If we transfer your data outside the UK, we will ensure appropriate safeguards are in place (e.g., adequacy decisions, standard contractual clauses).

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## 7. Data Retention

We keep your personal data only as long as necessary for the purposes described above:

- Order records: up to 6 years (for legal and tax obligations).
  - Marketing data: until you withdraw consent.
  - General enquiries: up to 2 years.
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## 8. Your Rights

Under UK GDPR, you have the right to:

- Access your personal data.
- Correct inaccurate or incomplete data.
- Request deletion of your data ("right to be forgotten").
- Restrict or object to processing.
- Withdraw consent (for marketing).
- Request data portability.

To exercise these rights, contact us at [info@brainandbodywellness.co.uk](mailto:info@brainandbodywellness.co.uk).

You also have the right to complain to the **Information Commissioner's Office (ICO)** if you are unhappy with how we handle your data.

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## **9. Cookies**

We use cookies and similar technologies to improve website performance and personalise your experience. You can manage cookie preferences through your browser settings. For more details, see our [Cookie Policy].

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## **10. Security**

We use appropriate technical and organisational measures to protect your personal data from unauthorised access, loss, or misuse. However, no method of transmission over the internet is completely secure, and we cannot guarantee absolute security.

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## **11. Changes to This Policy**

We may update this Privacy Policy from time to time. The latest version will always be posted on our website with the updated effective date.

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## **12. Contact Us**

If you have any questions about this Privacy Policy or how we handle your data, please contact us at:

**Brain and Body Wellness Limited**

Email: [info@brainandbodywellness.co.uk](mailto:info@brainandbodywellness.co.uk)