

Privacy Policy

Wild Path Leather

Effective Date: 21/8/25

Wild Path Leather (“we,” “our,” “us”) is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, and safeguard your personal information when you visit our website, make a purchase, or interact with us.

1. Information We Collect

We may collect the following types of information:

- **Personal details:** name, email address, billing/shipping address, phone number.
 - **Payment information:** collected securely via our payment providers (we do not store full card details).
 - **Account information:** if you create an account on our website.
 - **Order history:** purchases, returns, and preferences.
 - **Technical data:** IP address, browser type, device information, and cookies (see section 7).
 - **Marketing preferences:** if you sign up for our newsletter or promotional updates.
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2. How We Use Your Information

We use your information to:

- Process and fulfil your orders.
 - Communicate with you about orders, enquiries, and customer support.
 - Send marketing updates (only with your consent).
 - Improve our website, products, and services.
 - Comply with legal and financial obligations.
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3. Sharing Your Information

We will never sell your personal information. We only share your data with:

- **Trusted service providers** (e.g., payment processors, delivery companies, website hosting, email marketing).
- **Legal authorities** when required by law or to protect our rights.

All third-party providers are required to keep your information secure and use it only for the services they provide to us.

4. Data Retention

We retain your information only as long as necessary:

- To complete transactions.
 - To comply with legal, accounting, and reporting obligations.
 - To provide ongoing services (such as warranties or repairs).
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5. Your Rights

Under UK data protection laws, you have the right to:

- Access the personal data we hold about you.
- Request correction of inaccurate information.
- Request deletion of your personal data (subject to legal obligations).
- Withdraw consent for marketing communications at any time.
- Request a copy of your data in a portable format.

To exercise your rights, please contact us at: ana@wildpathleather.co.uk

6. Security

We take data security seriously and use industry-standard measures to protect your personal information against unauthorised access, alteration, disclosure, or destruction.

7. Cookies

Our website uses cookies and similar technologies to enhance your browsing experience, analyse site traffic, and personalise content. You can manage your cookie preferences through your browser settings.

8. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of these external sites.

9. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated "Effective Date."

10. Contact Us

If you have any questions about this Privacy Policy or how we handle your data, please contact us at: ana@wildpathleather.co.uk