

Privacy Policy

Last Updated: 5 February 2026

1. Introduction

Klassic Trade Frames (UK) Ltd ("we", "us", or "our") is committed to protecting your privacy and personal data. This Privacy Policy explains how we collect, use, store, and protect your information when you use our website (<https://klassictradeframes.co.uk>) or interact with our services.

This policy complies with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

Data Controller Details:

Company Name: Klassic Trade Frames (UK) Ltd

Address: Unit 2, Seeley's Park Industrial Estate, Seeley's Road, Tyseley, Birmingham, B11 2LR

Phone: 0121 713 0050

Email: info@klassictradeframes.co.uk

2. Information We Collect

2.1 Information You Provide to Us

We collect personal information that you voluntarily provide when you:

- Fill in contact forms or request a quote
- Subscribe to our newsletter or marketing communications
- Contact us via phone, email, WhatsApp, or social media
- Place an order for products or services
- Create an account on our website (if applicable)

This information may include:

- **Contact Details:** Name, email address, phone number, postal address
- **Business Information:** Company name, job title (for trade customers)
- **Project Details:** Measurements, design preferences, installation requirements
- **Payment Information:** Billing address, payment details (processed securely through third-party payment processors)
- **Order History:** Products purchased, delivery addresses, order preferences
- **Communications:** Content of your messages to us, feedback, and survey responses

2.2 Information Automatically Collected

When you visit our website, we automatically collect certain technical information:

- **Website Usage Data:** Pages visited, time spent on pages, links clicked
- **Device Information:** IP address, browser type and version, device type, operating system
- **Cookies and Similar Technologies:** Please see our Cookie Policy for detailed information

2.3 Information from Third Parties

We may receive information about you from:

- Social media platforms (if you interact with us on Facebook, Instagram, etc.)
- Analytics providers (e.g., Google Analytics)
- Payment processors
- Credit reference agencies (for trade accounts)

3. How We Use Your Information

We use your personal data for the following purposes and legal bases under UK GDPR:

Purpose	Legal Basis
Processing and fulfilling your orders and quotes	Contract performance
Communicating with you about your enquiries and orders	Contract performance / Legitimate interests
Providing customer support and after-sales service	Contract performance / Legitimate interests
Processing payments and preventing fraud	Contract performance / Legal obligation
Sending marketing communications (where you've consented)	Consent
Improving our website, products, and services	Legitimate interests
Analytics and understanding customer behaviour	Legitimate interests
Complying with legal obligations (e.g., tax, accounting)	Legal obligation
Establishing, exercising, or defending legal claims	Legitimate interests

4. Sharing Your Information

We may share your personal data with the following categories of third parties:

4.1 Service Providers

- **Payment Processors:** To process secure payments (e.g., Stripe, PayPal, WorldPay)
- **Delivery Services:** For delivering your orders
- **IT and Cloud Services:** Website hosting, email services, data storage
- **Marketing Tools:** Email marketing platforms, analytics providers
- **CRM Systems:** Customer relationship management software

4.2 Business Transfers

If we sell, merge, or reorganise our business, your information may be transferred to the new owners.

4.3 Legal Requirements

We may disclose your information when required by law, legal proceedings, or to protect our rights and safety.

4.4 Trade Partners and Installers

If you are referred to us by an installer or trade partner, we may share relevant information with them to facilitate your order.

We do not sell or rent your personal data to third parties for their marketing purposes.

5. International Data Transfers

Your data is primarily processed within the United Kingdom. Where we use service providers located outside the UK or EEA, we ensure appropriate safeguards are in place, such as:

- Standard Contractual Clauses approved by the UK Information Commissioner's Office (ICO)
- Adequacy decisions recognising equivalent data protection standards
- Other lawful transfer mechanisms under UK GDPR

6. Data Retention

We retain your personal data only for as long as necessary to fulfil the purposes outlined in this policy, unless a longer retention period is required by law.

Retention Periods:

- **Customer Records:** 7 years after final transaction (for tax and accounting purposes)
- **Marketing Consent:** Until you withdraw consent or 3 years of inactivity
- **Website Analytics:** Up to 26 months
- **CCTV Footage (if applicable):** 30 days
- **Enquiries (no purchase):** 2 years

After the retention period expires, we will securely delete or anonymise your data.

7. Your Rights Under UK GDPR

You have the following rights regarding your personal data:

1. **Right of Access:** Request a copy of the personal data we hold about you
2. **Right to Rectification:** Request correction of inaccurate or incomplete data
3. **Right to Erasure ("Right to be Forgotten"):** Request deletion of your data in certain circumstances
4. **Right to Restrict Processing:** Request that we limit how we use your data
5. **Right to Data Portability:** Receive your data in a structured, commonly used format
6. **Right to Object:** Object to processing based on legitimate interests or for direct marketing
7. **Right to Withdraw Consent:** Where processing is based on consent, you can withdraw it at any time
8. **Right to Lodge a Complaint:** Complain to the Information Commissioner's Office (ICO)

To exercise any of these rights, please contact us using the details below. We will respond within one month of receiving your request.

8. Cookies and Tracking Technologies

Our website uses cookies and similar technologies to:

- Ensure the website functions properly
- Remember your preferences and settings
- Analyse website traffic and user behaviour
- Provide personalised content and advertising

Types of Cookies We Use:

- **Strictly Necessary Cookies:** Essential for website operation
- **Performance Cookies:** Collect anonymous usage data (e.g., Google Analytics)
- **Functional Cookies:** Remember your choices and preferences
- **Marketing Cookies:** Track your browsing to show relevant ads

You can manage cookie preferences through your browser settings or our cookie consent tool when you first visit the website. Please note that blocking certain cookies may affect website functionality.

For more information, please see our separate Cookie Policy.

9. Marketing Communications

We may send you marketing communications about our products, services, and special offers if:

- You have given us explicit consent, or
- You are an existing customer and we are marketing similar products (soft opt-in)

You can opt out at any time by:

- Clicking the "unsubscribe" link in any marketing email
- Contacting us directly
- Updating your preferences in your account settings

Even if you opt out of marketing, we will still send you essential communications about your orders and account.

10. Security Measures

We take the security of your personal data seriously and implement appropriate technical and organisational measures, including:

- Encryption of data in transit (SSL/TLS)
- Secure storage systems with access controls
- Regular security audits and updates
- Staff training on data protection
- Secure payment processing (PCI DSS compliant)
- Regular backups and disaster recovery procedures

While we strive to protect your data, no method of transmission over the internet is 100% secure. We cannot guarantee absolute security but commit to promptly notifying you and the ICO of any data breaches where required by law.

11. Third-Party Links

Our website may contain links to third-party websites, social media platforms, or partner sites. We are not responsible for the privacy practices of these external sites. We encourage you to review their privacy policies before providing any personal information.

12. Children's Privacy

Our services are not directed at children under 16 years of age. We do not knowingly collect personal data from children. If you believe we have inadvertently collected information from a child, please contact us immediately so we can delete it.

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements, or other factors. We will notify you of any material changes by:

- Posting the updated policy on our website with a new "Last Updated" date
- Sending you an email notification (where appropriate)
- Displaying a prominent notice on our website

We encourage you to review this policy periodically to stay informed about how we protect your information.

14. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us:

Klassic Trade Frames (UK) Ltd

Unit 2, Seeley's Park Industrial Estate

Seeley's Road, Tyseley

Birmingham, B11 2LR

United Kingdom

Phone: 0121 713 0050

Email: info@klassictradeframes.co.uk

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