ALTERACETIONS

Privacy Policy

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Alteracetions Limited | Unit 20, Masons Place Business Park, Nottingham Road, Derby, DE21 2YZ | support@alteracetions.co.uk

1. Who controls your data

Alteracetions Limited is the controller of personal data collected for our website and customer services. Contact support@alteracetions.co.uk or write to Unit 20, Masons Place Business Park, Nottingham Road, Derby, DE21 2YZ. Confirm whether this is also the registered office and insert the company number before publication.

2. Information we collect

Depending on how you use our website and services, we may collect your name, contact details, delivery address, order details, measurements, garment photographs, communications, payment status, and technical website information such as IP address, device and cookie preferences. Payment card details are generally processed by payment providers rather than stored by us; this must be verified against your actual setup. Please avoid sending unnecessary sensitive personal information.

3. Why we use it and our lawful bases

We process order and contact details to quote, take payment, perform alterations, arrange delivery and provide customer service (contract or steps before a contract). We keep appropriate transaction records for tax and accounting obligations (legal obligation). We may use limited records to prevent fraud, manage disputes and improve operations (legitimate interests, balanced against your rights). Optional marketing communications and non-essential tracking will rely on consent where required, with a way to withdraw consent.

4. Who receives information

Relevant service providers may include our website and hosting platform Wix, payment processors, delivery companies, IT and file-storage providers, accountants and professional advisers. We share only what is reasonably necessary and require suitable safeguards. Confirm the actual suppliers and their roles before publishing this notice. We do not sell customer personal data.

5. International transfers

Some technology suppliers may process data outside the UK. Where this occurs, we will use applicable UK adequacy arrangements or appropriate transfer safeguards and supplementary measures where required. Specific suppliers and safeguards must be checked against the live website and business systems.

6. How long we keep data

We keep personal data only for as long as necessary for the relevant purpose. Financial records may need to be retained for statutory accounting and tax periods; customer communications, garment photos, order records and marketing preferences should have defined retention periods. A verified retention schedule must be added before publication rather than promising unconfirmed periods.

7. Your rights

Subject to applicable legal conditions, you can request access, correction, deletion, restriction, portability or objection to certain processing, and withdraw consent at any time where consent is the basis. Contact support@alteracetions.co.uk. You may complain to the UK Information Commissioner’s Office at ico.org.uk.

8. Security and children

We use proportionate organisational and technical measures to protect customer information and restrict access. No online transmission is entirely risk-free. Our services are not intended to collect personal data directly from children without appropriate adult involvement.

9. Cookies and updates

Our website may use essential and optional cookies. See the separate Cookie Policy and the live consent controls. We will update this notice when our actual processing practices change. The website tracking configuration and policy details must be verified before this draft is published.