



PRIVACY POLICY ~ The Box-Hub Ltd

Effective Date: 25.11.2025

Created on: 25.11.2025

1. Introduction

The Box-Hub Ltd (“we”, “us”, or “our”) is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, store, and protect your personal data in accordance with the **UK General Data Protection Regulation (UK GDPR)**, the **Data Protection Act 2018**, and the **Privacy and Electronic Communications Regulations (PECR)**.

By visiting our website, purchasing our products, or interacting with us, you agree to the terms set out in this Privacy Policy. If you do not agree, please discontinue use of our services.

2. About Us

The Box-Hub Ltd

Registered Address: Registered business address available upon request.

Email: office@box-hub.co.uk

Website: www.thebox-hub.co.uk

The Box-Hub Ltd is the data controller responsible for the processing of your personal data under this Privacy Policy.

3. What Personal Data We Collect

A. Information You Provide

- **When placing an order:** Name, billing and delivery address, email, phone number, payment details.
- **When creating an account:** Name, email, password, preferences.

- **When contacting us:** Any information provided in your message or correspondence.
- **Marketing sign-ups:** Email address and marketing preferences.

B. Information We Collect Automatically

- IP address, device information, browser type
- Website usage data (pages visited, time on page, clicks)
- Cookie and tracking data

C. Information from Third Parties

We may receive information from:

- Payment processors (e.g., Stripe, PayPal)
- Delivery companies (e.g., Royal Mail, Evri, DPD)
- Website hosts (e.g., Wix, Shopify, Squarespace—depending on your setup)
- Email marketing tools

4. Legal Bases for Processing Personal Data

We process your data under the following lawful bases:

- **Contractual Necessity:** To process your purchase, arrange delivery, and support your order.
- **Legitimate Interests:** Business optimisation, fraud prevention, analytics, and customer service.
- **Consent:** Marketing emails, SMS messages, and non-essential cookies.
- **Legal Obligation:** Tax and accounting requirements.
- **PECR Compliance:** Consent required for email marketing unless soft opt-in applies (existing customers purchasing similar products).

5. How We Use Your Data

We use your personal data to:

- Process and deliver orders
- Provide customer support
- Send order confirmations and delivery updates
- Manage your account
- Send marketing communications (only with consent or soft opt-in)
- Improve website performance and security

- Comply with legal obligations

We **do not** use your personal data for automated decision-making that produces legal or significant effects.

6. Cookies and Tracking Technologies

We use cookies to optimise site functionality and improve your shopping experience.

Cookie types include:

- **Essential Cookies** – required for website operation
- **Analytics Cookies** – to understand website usage
- **Functionality Cookies** – to remember preferences
- **Advertising Cookies** – to show relevant promotions

You can manage cookie settings via:

- Our cookie banner
- Your browser settings

7. Data Sharing

We do not sell your personal information.

We may share data with:

- Payment processors (secure and encrypted)
- Delivery and courier partners
- Email marketing and automation systems
- Website hosting and technical support services
- Accountants or legal advisors where legally required

All third parties are contractually required to follow UK GDPR standards.

International Transfers

Where data is transferred outside the UK (e.g., US-based service providers), we ensure:

- UK International Data Transfer Agreements (IDTAs), or
- UK Addendum to the EU Standard Contractual Clauses (SCCs)

8. Data Retention

We retain your data only for as long as necessary.

- **Order & customer data:** 6 years (legal requirement).
- **Marketing lists:** Until you unsubscribe or withdraw consent.
- **Analytics data:** Up to 26 months unless otherwise necessary.

You may request deletion sooner where legally applicable.

9. Your Rights

Under UK GDPR, you can:

- Request access to your data
- Request correction of inaccurate information
- Request deletion (“right to be forgotten”)
- Object to processing
- Restrict processing
- Withdraw consent at any time
- Opt out of marketing with one click
- Request portability of your data

To exercise any rights, email: office@box-hub.co.uk

10. Data Security

We implement strong technical and organisational measures, including:

- Secure SSL-encrypted servers
- Encrypted payment processing
- Restricted access controls
- Regular security reviews

Despite this, no online system is 100% secure. We take reasonable measures to protect your data.

11. Children's Privacy

Our services are not intended for children under 13.
We do not knowingly collect data from children.

If we discover this has occurred, we will delete the information immediately.

12. Complaints

If you have concerns or wish to make a complaint:

Email: **office@box-hub.co.uk**

You may also contact the Information Commissioner's Office (ICO):
<https://ico.org.uk/make-a-complaint/>

13. Changes to This Policy

We may update this Privacy Policy from time to time.
Important changes will be communicated through our website or email.

If you have any questions, concerns, or requests related to this Privacy Policy, please contact us at:

 Email: office@theparentingcommunity.co.uk

 Address: Registered business address available upon request.

14. Copyright

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