

Privacy Policy

Our Privacy Policy

At BritonsRoute (“We” or “Us”), we are dedicated to safeguarding your privacy and ensuring the protection of your personal data.

This policy, along with our terms and conditions and any other relevant documents, outlines how we handle any personal data you provide to us or that we collect from you. We encourage you to review this policy carefully to understand our approach to your personal data and how we manage it. By using our website, you agree to the practices described herein.

Types of Information We Gather from You

We will gather and manage the following information about you:

1. **Information You Provide:** This includes any details you share with us by filling out forms on our website or app, or by communicating with us through phone, email, or other methods. It encompasses information given during product or service searches, participation in social media features on our sites, entries into competitions, promotions, or surveys, and when reporting issues with our sites. The information you provide may include your name, address, email address, phone number, financial and credit card details, personal description, photographs, and content from your social media accounts.
2. **Information We Collect About You:** During each visit to our sites, we automatically gather the following information:
 - **Technical Details:** This includes your IP address and login information.
 - **Visit Data:** We track the URLs you visit, your navigation path through our site, date and time of visits, partner interactions, download errors, and customer service call details.
 - **Location:** We collect your location if you are a registered trade professional or a customer.

Why We Collect Your Information

We collect your personal information to deliver and enhance the Site and Services, and to keep you updated about them. Additionally, we use your information to:

- **Process Orders and Payments:** To handle and manage your transactions.
- **Address Inquiries and Requests:** To respond to your questions and requests.
- **Customize Your Experience:** To tailor your interactions with the Site and Services.
- **Send Marketing Updates:** To provide you with information about our products and services.

How We Use Your Personal Data

We use your personal information for the following purposes:

- **To Provide and Manage the Site and Services:** We use your contact details to send orders, invoices, and other essential information. Your usage data helps us enhance the Site and Services and deliver more relevant content and recommendations.
- **To Improve Our Offerings:** We utilize your feedback and suggestions to refine our products and services. Additionally, your usage data helps us pinpoint areas for improvement.
- **To Keep You Informed:** We may contact you via email about new products, features, promotions, and to request feedback through surveys to better understand your experience with the Site and Services.
- **To Send Marketing Communications:** We may email you about our products and services, as well as those of our partners. You can opt out of these marketing communications at any time.

Disclosure Of Your Information

We may disclose your personal information to the following third parties:

- **Payment Processors:** We utilize third-party payment processors to handle your transactions, who may access your contact and payment details.
- **Marketing Partners:** We may share your contact information with our marketing partners for them to send you updates about their products and services. You can opt out of receiving such communications from them at any time.
- **Other Third Parties:** We may disclose your personal information to other entities when required by law or when necessary to safeguard our rights or those of others.

Retention of Your Information

We retain your personal information for as long as needed to:

- Provide and maintain the Site and Services
- Enhance our products and services
- Fulfill our legal obligations

Your Legal Rights

Depending on the circumstances, you may have rights under data protection laws concerning your personal data. To exercise any of these rights, please reach out to us.

No Fee Typically Required

You generally won't need to pay a fee to access your personal data or exercise your other rights. However, we may impose a reasonable fee if your request is clearly unfounded, repetitive, or excessive. In such cases, we may also refuse to fulfill your request.

What We May Need From You

To verify your identity and ensure you have the right to access your personal data (or exercise any other rights), we might request specific information from you. This is a security measure to protect your personal data and prevent unauthorized access. We may also reach out for additional details to expedite our response to your request.

Changes To Our Privacy Policy

We will post any changes to our privacy policy on this page and, when applicable, notify you via email. Please visit this page regularly to stay informed about any updates or modifications to our privacy policy.

Contact Us

If you have any questions, comments, or requests about this privacy policy, please contact us at info@britonsroute.co.uk.

You also have the right to file a complaint with the Information Commissioner's Office (ICO), the UK authority for data protection issues, at www.ico.org.uk. However, we encourage you to reach out to us first so we can address your concerns directly before you contact the ICO.