

# Privacy Policy

**Updated: June 2025**

## Who We Are

Real Vintage Roots Ltd is a registered company in the UK.

- VAT Number: 442141827
- Company Structure: One Director, two Shareholders, and one Employee
- Social Media: @realvintageroots
- Website: [www.realvintageroots.co.uk](http://www.realvintageroots.co.uk)

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## What Personal Data We Collect and Why

### Sales

To comply with tax and VAT regulations, we must keep detailed records of all sales. This includes:

- Name
- Address
- Mobile number

This data is stored securely using password-protected systems and accounting software.

### Contact Forms

Customers using our website's contact form are asked to provide:

- Name
- Location
- Phone number

This information is used solely for efficient communication. If the enquiry does not result in a sale, the data is deleted once it is no longer needed.

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## GDPR – Your Data Rights & Our Practices

### Who We Share Your Data With

- Couriers: If we assist with delivery, we share your name, mobile number, and address with the courier service.
- Accountant: Has access to our business records for financial and tax purposes.
- We do not share your personal data with any other third parties.

### How Long We Retain Your Data

- Purchases: Customer data is kept for 6 years as required by tax law.
- Website Subscribers: You may unsubscribe at any time.

- Enquiries Without Purchase: Data is deleted once no longer relevant.

#### Your Rights Over Your Data

- Testimonials: If you've submitted one, you can request to remain anonymous. Only first names are published.
- You may contact us at any time to request access to, or deletion of, your personal data.

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### **How We Protect Your Data**

We take appropriate security measures to protect all personal information. Data is stored securely, with restricted access and password protection in place.