

PRO-VIONIC LABS LTD

PRIVACY POLICY

Effective date: 03/06/2026 | Version 1.0 | Data (Use and Access) Act 2025 compliant

Pro-Vionic Labs Ltd ("we", "us", "our") is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, store, and protect your personal data when you visit our website (www.pro-vioniclabs.co.uk) or purchase from us.

This policy is written in compliance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, the Data (Use and Access) Act 2025, and the Privacy and Electronic Communications Regulations (PECR). We act as the data controller for the purposes of these laws.

Data Controller**Pro-Vionic Labs Ltd**

info@pro-vioniclabs.co.uk

Company No: 17257826

1. What Personal Data We Collect

We collect the following categories of personal data:

When you place an order

- Full name and delivery address
- Email address
- Phone number (if provided)
- Payment information (processed securely by our payment provider — we do not store card details)
- Order history and transaction records

When you contact us

- Name and contact details you provide
- The content of your message or enquiry

When you visit our Website

- IP address and browser type (via cookies and analytics)
- Pages visited, time spent on site, and navigation behaviour
- Device type and operating system

If you sign up for marketing communications

- Email address and name
- Your marketing preferences

2. How We Use Your Personal Data

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

Purpose	Legal Basis	Retention Period
Processing and fulfilling your order	Contract performance	7 years (HMRC requirement)
Sending order confirmation and updates	Contract performance	Duration of contract + 1 year
Customer service and handling complaints	Legitimate interests / Contract	3 years from last contact
Sending marketing emails (if opted in)	Consent	Until you unsubscribe
Improving our Website and services	Legitimate interests	26 months (analytics data)
Complying with legal obligations (e.g. HMRC)	Legal obligation	7 years
Preventing fraud and ensuring security	Legitimate interests	As required by law

3. Cookies and Tracking Technologies

Our Website uses cookies and similar technologies to improve your experience and analyse how the site is used. The types of cookies we use are:

Strictly necessary cookies

Required for the Website to function. These cannot be disabled. They include cookies that manage your session, shopping cart, and security. These do not require your consent under PECR.

Analytics cookies

We use Google Analytics to understand how visitors use our Website. These cookies collect anonymised data about pages visited and time spent on the site. Under the Data (Use and Access) Act 2025 amendments to PECR (expected to come into force in 2026), low-risk analytics cookies may not require explicit consent. Until those provisions are in force, we request your consent for analytics cookies via our cookie banner.

Marketing and preference cookies

If you have opted in to marketing communications or used social sharing features, certain cookies may be set. These require your explicit consent. You can withdraw consent at any time via our cookie settings.

You can manage your cookie preferences at any time using the cookie settings link in the footer of our Website, or by adjusting your browser settings. Please note that disabling certain cookies may affect the functionality of the Website.

4. Who We Share Your Data With

We do not sell your personal data. We share your data only where necessary with the following categories of third party:

- Payment processors — to process your payment securely (e.g. Stripe or Wix Payments). They act as data processors under our instruction.
- Delivery and logistics providers — to fulfil and deliver your order. We provide only the information necessary for delivery.
- Email service providers — to send order confirmations and, where you have consented, marketing communications.
- Website platform provider — Wix.com, who host our Website and ecommerce platform. Wix processes data in accordance with UK GDPR.
- Analytics providers — Google Analytics, for anonymised Website usage data (see Section 3 above).
- Legal and regulatory authorities — where we are required to do so by law, court order, or regulatory requirement.

Where third parties process data on our behalf they do so as data processors under a data processing agreement and are not permitted to use your data for their own purposes.

Since Brexit, the UK has its own data transfer adequacy framework. Where data is transferred outside the UK, we ensure appropriate safeguards are in place in accordance with UK GDPR Chapter V.

5. Your Rights

Under UK GDPR and the Data Protection Act 2018, you have the following rights in relation to your personal data:

- Right of access — you can request a copy of the personal data we hold about you (a Subject Access Request).
- Right to rectification — you can ask us to correct inaccurate or incomplete data.
- Right to erasure — you can ask us to delete your personal data in certain circumstances.

- Right to restrict processing — you can ask us to stop using your data in certain circumstances.
- Right to data portability — you can ask us to provide your data in a machine-readable format.
- Right to object — you can object to processing based on legitimate interests or for direct marketing.
- Right to withdraw consent — where processing is based on consent, you can withdraw it at any time without affecting the lawfulness of prior processing.
- Rights related to automated decision-making — we do not make automated decisions that have a legal or similarly significant effect on you.

To exercise any of these rights, please contact us at info@pro-vioniclabs.co.uk. We will respond within one calendar month of receiving your request. We will not charge a fee for handling reasonable requests.

You also have the right to complain to the Information Commissioner's Office (ICO) at ico.org.uk or by calling 0303 123 1113, if you believe we have not handled your data lawfully.

6. Data Security

We take appropriate technical and organisational measures to protect your personal data against accidental loss, unauthorised access, use, alteration, or disclosure. These measures include:

- SSL/TLS encryption on all pages of our Website
- Secure payment processing via PCI-DSS compliant payment providers — we do not store card payment details
- Access controls limiting who within our organisation can access personal data
- Regular review of our security practices

Despite these measures, no data transmission over the internet is completely secure. If you have reason to believe your interaction with us is no longer secure, please contact us immediately at info@pro-vioniclabs.co.uk.

7. Children's Privacy

Our Website is not directed at children under the age of 13. We do not knowingly collect personal data from children under 13. If you believe we have inadvertently collected data from a child, please contact us immediately and we will delete it.

8. Marketing Communications

We will only send you marketing emails if you have given your explicit consent to receive them. You can unsubscribe from marketing emails at any time by clicking the unsubscribe link in any marketing email, or by emailing us at info@pro-vioniclabs.co.uk. Unsubscribing from marketing does not affect our ability to send you transactional emails related to your orders.

9. Links to Other Websites

Our Website may contain links to third-party websites. This Privacy Policy applies only to our Website. We have no control over third-party websites and are not responsible for their privacy practices. We encourage you to read the privacy policy of any website you visit.

10. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or in applicable law. We will post the updated policy on our Website with a revised effective date. Where changes are material, we will notify you by email or by a prominent notice on the Website. We encourage you to review this policy periodically.

11. How to Contact Us

If you have any questions about this Privacy Policy, wish to exercise your data protection rights, or have a concern about how we handle your data, please contact us:

Email: info@pro-vioniclabs.co.uk

We will respond to all data protection enquiries within one calendar month.

This Privacy Policy was prepared in accordance with the UK GDPR, the Data Protection Act 2018, the Data (Use and Access) Act 2025, and the Privacy and Electronic Communications Regulations (PECR).