

# PRIVACY POLICY

carefinatoysandmore.com

<b>Website</b>	carefinatoysandmore.com
<b>Controller</b>	CAREFINA UK LIMITED
<b>Registered address</b>	Room 2, Suite 4, Sussex House, 12 Crane Street, Chichester, West Sussex, PO19 1LJ, United Kingdom
<b>Contact</b>	kris@carefinatoysandmore.com   +44 07428628948

This Privacy Policy explains how CAREFINA UK LIMITED collects, uses, stores and protects personal data when you visit or interact with carefinatoysandmore.com, including when you browse products, submit an enquiry, download materials or contact us about our products and services.

## 1. Definitions and interpretation

- In this Privacy Policy, “personal data” means any information relating to an identified or identifiable individual.
- “We”, “us” and “our” mean CAREFINA UK LIMITED, Room 2, Suite 4, Sussex House, 12 Crane Street, Chichester, West Sussex, PO19 1LJ, United Kingdom.
- “Website” means carefinatoysandmore.com and any pages, product sections, landing pages or sub-pages operated under that domain unless a separate notice applies.
- “UK GDPR” means the UK General Data Protection Regulation. “Data Protection Laws” means the UK GDPR, the Data Protection Act 2018, the Privacy and Electronic Communications Regulations and other applicable UK privacy laws.

## 2. Who we are

- For the purposes of Data Protection Laws, the data controller is CAREFINA UK LIMITED.
- You can contact us about privacy matters at kris@carefinatoysandmore.com or by telephone on +44 07428628948.

## 3. Scope of this Privacy Policy

- This Privacy Policy applies to your use of this Website and to personal data that you provide to us or that we collect when you interact with the Website.

- It does not apply to third-party websites that may be linked from this Website. Those websites operate under their own privacy notices and terms.

#### **4. The personal data we may collect**

- We may collect identification and contact data such as your name, business name, email address, telephone number, delivery region or country, and any information you include in an enquiry or message.
- We may collect correspondence records when you email us, submit a product enquiry, request a quotation, ask about availability, or contact customer service.
- We may collect technical and usage data such as IP address, approximate location derived from IP, browser type, device information, language settings, referring pages, pages visited, downloads, date and time of access, and similar diagnostic information.
- We may collect cookie and similar technology data where cookies are used for essential site operation, analytics, preferences, or marketing, subject to your choices where consent is required.

#### **5. How we collect personal data**

- We collect personal data directly from you when you complete a form, send us an email, ask about a product, request a quotation, download materials, or otherwise communicate with us.
- We collect certain technical data automatically through server logs, cookies, pixels, analytics tools and similar technologies when you browse the Website.
- In some cases, we may receive information from service providers that help us run the Website, manage enquiries, host content, measure traffic, or secure our systems.

#### **6. How we use personal data**

- We use personal data to respond to enquiries, provide product information, prepare quotations, manage business communications, and take steps at your request before entering into a business relationship.
- We use data to operate, maintain, troubleshoot and secure the Website, including monitoring performance, preventing misuse and detecting fraud or malicious activity.
- We use usage data and cookies to understand how visitors interact with the Website, improve content and navigation, and measure the effectiveness of campaigns or downloads.
- Where lawful and relevant, we may use your contact details to send updates about our products, offers or materials. Where consent is required for such communications, we will ask for it first and you can withdraw it at any time.

#### **7. Legal bases for processing**

- We process personal data where it is necessary for our legitimate interests, including operating and improving the Website, answering business enquiries, securing our services, and administering our business, provided those interests are not overridden by your rights and interests.
- We process personal data where it is necessary to take steps at your request before entering into a contract or business arrangement, for example when you ask for product details, availability or pricing.
- We process personal data where it is necessary for compliance with legal obligations, including accounting, tax, regulatory, product safety, consumer protection or law-enforcement requirements.
- We process personal data on the basis of consent where consent is required, including for non-essential cookies or certain marketing communications. You may withdraw consent at any time, but this will not affect processing carried out before withdrawal.

## 8. Sharing your personal data

- We may share personal data with trusted service providers who help us operate the Website or our business, including website hosting providers, IT support, analytics providers, email service providers, customer communication tools, cloud storage providers, and professional advisers such as lawyers or accountants.
- We may disclose personal data where necessary to establish, exercise or defend legal claims, to enforce our rights, to investigate misuse, or to comply with a legal obligation or lawful request from a regulator, court or public authority.
- If our business is reorganised, sold, merged, or substantially transferred, personal data may be transferred to the new owner or controlling entity, subject to appropriate confidentiality and legal safeguards.

## 9. International transfers

- Some of our service providers may process personal data outside the United Kingdom. Where this happens, we take reasonable steps to ensure that appropriate safeguards are in place, such as adequacy regulations, the UK International Data Transfer Agreement, or other lawful transfer mechanisms.

## 10. Data retention

- We keep personal data only for as long as necessary for the purposes described in this Privacy Policy, including to respond to enquiries, keep appropriate business records, resolve disputes, enforce agreements, and meet legal, accounting and regulatory obligations.
- Enquiry records are typically retained for as long as reasonably necessary to manage the enquiry and any follow-up business relationship. Technical logs and analytics data are generally

retained for a shorter operational period unless longer retention is needed for security or legal reasons.

- When personal data is no longer needed, we will delete it, anonymise it, or securely archive it where continued retention is required by law.

## 11. Data security

- We use appropriate technical and organisational measures designed to protect personal data against unauthorised or unlawful processing and against accidental loss, destruction or damage.
- These measures may include access controls, password protection, role-based permissions, secure hosting, encryption in transit where appropriate, software updates, backup procedures and limited access to data on a need-to-know basis.
- Although we take reasonable steps to protect personal data, no internet transmission or storage system can be guaranteed to be completely secure.

## 12. Your rights

- Under UK data protection law, you may have the right to request access to the personal data we hold about you, to ask us to correct inaccurate data, to ask us to erase data in certain circumstances, and to request restriction of processing.
- You may also have the right to object to processing based on legitimate interests, the right to data portability in certain circumstances, and the right to withdraw consent where processing is based on consent.
- To exercise your rights, please contact us at [kris@carefinatoysandmore.com](mailto:kris@carefinatoysandmore.com). We may need to verify your identity before acting on your request.
- If you are unhappy with how we handle your personal data, you may complain to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection.

## 13. Cookies and similar technologies

- The Website may use cookies, pixels and similar technologies to keep the Website functioning, remember preferences, understand traffic and interactions, and support advertising or campaign measurement where applicable.
- Essential cookies may be used without consent where they are strictly necessary for the operation of the Website. Non-essential analytics, preference or marketing cookies should only be used where you have been given the required choice under applicable law.
- You can usually control cookies through your browser settings and, where available, through the cookie banner or consent tool on the Website. Blocking certain cookies may affect the way the Website works.

## 14. Children's privacy

- Our products are intended for children’s use under the supervision of parents, carers, schools, nurseries or other adults, but this Website is directed at adults such as parents, educators, retailers and business customers.
- We do not knowingly collect personal data directly from children through the Website. If you believe that a child has provided personal data to us through the Website, please contact us so that we can review and, where appropriate, delete that information.

## **15. Links to other websites**

- This Website may contain links to third-party websites, platforms or social media pages. We are not responsible for the privacy practices of those third parties, and you should review their privacy notices separately.

## **16. Changes of business ownership and control**

- CAREFINA UK LIMITED may, from time to time, expand or reduce its business, and this may involve the sale or transfer of all or part of the business. Where relevant, personal data may be transferred as part of that transaction, subject to this Privacy Policy and applicable law.

## **17. Changes to this Privacy Policy**

- We may update this Privacy Policy from time to time to reflect changes in law, guidance, our services, the Website or the way we process personal data. The latest version will be posted on the Website with the revised “Last updated” date.

## **18. Contact details**

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