

PRIVACY POLICY OVERVIEW

Purpose of this Privacy Policy

This document aims to inform you about the ways we handle your personal data and information given to us during your activity on the www.wiseguysgaming.co.uk website (referred to as the “Site”) and in any corresponding interactions with us.

It's essential that you understand this privacy policy to be fully aware of the personal data we gather from you and our methods of using it.

About Us

We operate under the name Wiseguys Gaming Ltd, a legally established company in England, registration number 13692426 (“we,” “us,” or “our”). Our registered address is 10 Bridge Street, Christchurch, England, BH23 1EF. We act as the data controller.

What information do we gather from you?

We collect and handle the following details about you:

Opening an account, placing an order, and managing your account

- Your details given to us for account creation and order placement, including your name, delivery and billing addresses, e-mail, phone number, and unique identifiers like your password (which is encrypted and not visible to us).
- Details about your orders with us and financial transactions to and from you.

Using our website

- Data automatically collected from your browser or mobile device when visiting our Site, like your IP address or unique device identifier, accepted cookies, and the pages you view.
- Specific device-related information we gather automatically when you utilize our Site, including hardware model, operating system, browser type, and device identifiers.
- Data about your interaction with our Site.
- Information you provide if you participate in a competition or promotional activity on our Site, such as your name, address, email, phone number, and country of residence.

Contacting us

- Records of our correspondence, including monitored or recorded communications like phone calls and emails.

How do we utilize this information?

We apply your information as follows:

Opening an account, placing an order, and managing your account

- To set up and maintain your account on our Site
- To process your orders and manage product delivery or collection
- To communicate with you regarding your order
- To handle payments to and from you
- To address your inquiries and requests
- To verify your payment card against unauthorized use
- To request your review of our services

Ensuring our Service Quality & Site Effectiveness

- For staff training and customer service improvement
- To optimize our Site's content presentation for you and your device

Marketing & Competitions

- To recommend products or inform you of promotions, possibly through the Site, email, SMS, phone, social media, or post
- To call you for assistance with your orders
- To administer competitions and contact winners
- To connect with you on social media platforms, combining information from your account/order with data from the platform

Internal Business Purposes

- For internal functions like website and system management
- For data analysis to enhance our Site, marketing, and customer experience
- To fulfill legal, regulatory, and fraud prevention obligations

On what basis are we entitled to process your data?

We process your data as permitted by law, mainly to prepare or fulfill contracts with you, or based on your explicit consent. Our legitimate interests include:

- Business growth and product development
- Market trend and customer behavior analytics
- Site and experience enhancement
- Understanding your product interests
- Business development and marketing strategies
- Business and Site management and security
- Fraud prevention

We balance our interests against your rights before processing your data. If your rights outweigh our interests, we won't process your data unless a different legal basis applies.

For legal compliance or court orders, we may process your data.

How long will we keep your data?

We maintain your data to provide you with phone and email support for your PC. We store personal data for up to 12 years. After this period, we only retain information to identify PCs we've manufactured. We annually cleanse our customer database and delete unneeded data.

Who do we disclose your information to?

Our Service Providers

We may need to share your information with service providers for services on our behalf, under terms aligning with this Privacy Policy. Current service providers include:

- Payment service providers
- IT security services
- Customer support software
- Internet-based telephony services
- Identity verification and fraud prevention agencies
- Delivery services like Royal Mail, DHL and DPD
- Email services
- Competition and virtual agent providers
- TrustPilot for purchase experience ratings

Other Third Parties

We may share your data with peripheral manufacturers for warranty repairs, or directly supply your order and delivery details to suppliers for direct shipment.

We may disclose your personal data to third parties in business transactions, legal compliance, or regulatory obligations.

Do we transfer your data outside the UK?

Some of our external third party suppliers or service providers are based outside of the UK, so their processing of your personal data may involve a transfer of data outside the UK.

We ensure equivalent data protection through:

- Transferring data to countries with adequate data protection levels
- Using UK-approved contracts ensuring UK-level data protection

For more details on our data transfer mechanisms, please contact us.

Cookies

Our Site employs cookies for user information collection, enhancing your Site experience.

Your Rights

- You have rights regarding your data:
- Right to information, as provided in this policy
- Right to access your data
- Right to correct your data
- Right to erase your data ("right to be forgotten")
- Right to restrict data processing
- Right to object to processing based on your situation or for direct marketing
- Limited right to data portability

For complaints about data processing, contact your local authority (in the UK, the Information Commissioner's Office). EU residents can contact their local authority.

Contact Us

For questions or to exercise your rights, contact us at info@wiseguysgaming.co.uk