
GatorTail.co.uk Privacy Policy

We view the security of our customers' data as paramount. Any personal data you provide to us and from which you can be identified is stored securely and confidentially and is processed in accordance with applicable legislation and this privacy policy which sets out what personal data we collect about you when you interact with us and how we use your data.

We take appropriate technical and organisational measures to protect against unauthorised or unlawful processing of your personal data, including encrypting your information to applicable industry standards.

Where we have given you (or where you have chosen) a password which enables you to access certain parts of our Website, you are responsible for keeping the password confidential. We ask you not to share your password with anyone.

So you only need to look in one place to find out all you need to know about how the Group collects and processes your personal information, this policy covers our Website (beginning any Website operated by GatorTail Group Limited and any correspondence you have with the Group in relation to our offering).

Any changes we make to this policy will be reflected on this page and notified to you by email where appropriate.

Who we are

As set out in our terms and conditions (customerservices/termsandconditions/Website/termsandconditions), this Website is operated by GatorTail Group Limited whose registered address is: Second Floor, 10-12 Exhibition Road, London, SW7 2HF is the data controller in respect of information collected when you browse this Website and purchase our products. If you have any queries regarding our use of personal information or this privacy policy, you can contact the customer services department.

Information we may hold about you

When you register to use our Website, purchase a product, enter a competition or promotion run by the Group or contact us, personal data you provide, such as your name, date of birth, contact details (including social media accounts), log in and payment information will be collected.

When you browse our Website whether or not you are registered, purchase a product, register to receive our emails and our partner advertising networks, advertisers and advertising affiliates (Third Party Advertisers) will collect user information such as your location, language, assumed gender, IP address when you visited our Website, how you arrived on our Website, where you visit after our Website, the pages you visited how long you spend browsing individual pages on our Website, any products you have purchased and the browser (when applicable) and the device you used to access our Website.

You acknowledge that you do not object to us and third parties below including our Third Party Advertisers, using your personal information for any of the purposes outlined in this privacy policy and you confirm that you do not and will not consider any of these purposes as a breach of any of your rights under the Privacy and Electronic Communications (EC Directive) Regulations 2003.

How we may use your personal data

We may use your personal data in the following ways:

- to fulfil your order we require your identification, contact and payment information to enable the Group company to enter into a contract with you and are unable to do so without this information (please note that your details may need to be passed to a third party in order for them to supply or deliver the product that you ordered and we may retain your details for a reasonable period of time after you have completed the transaction in order to fulfil any contractual obligations such as refunds, guarantees etc. and to meet any legal obligations for the retention of transactional data);
- to tell you about similar products and services, or products and services that you ask us to send you information about, by email, post, mobile, telephone and/or through other digital means (depending on your stated preferences) including social media platforms;
- to provide you with services you request from us;
- to administer our Website
- to analyse, and improve, the use of our Website and retail offering, including how you move around our Website
- to administer any competition run by the Group. Please refer to the specific terms and conditions for each competition
- to measure and analyse our advertising
- to make suggestions and recommendations to you, other users of our Website and users of the services of our Third Party Advertisers and products or services that may interest you or them;
- to keep in touch with you regarding your marketing preferences;
- to keep our Website and network safe and secure
- to process payments and prevent fraudulent transactions (we may pass your details to a third party to carry out these actions).