

PRIVACY POLICY

Effective Date: October 8, 2025 | Last Updated: March 2026

1. Introduction

This Privacy Policy explains how Sickboy ("we", "us", "our") collects, uses, and protects your personal information when you use sickboy.co.uk (the "Website"). We are committed to protecting your privacy and complying with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

Data Controller: Sickboy | Bristol, BS3, United Kingdom | contact@sickboy.co.uk

2. Information We Collect

2.1 Information You Provide

- Contact information: name, email address, shipping address, billing address
- Payment information: processed securely through Stripe and PayPal. We do not store complete payment card details
- Order information: details of purchases, order history, and preferences
- Correspondence: any communications you send us via email or contact forms

2.2 Information Collected Automatically

- Technical data: IP address, browser type, device information, operating system
- Usage data: pages visited, time spent on pages, links clicked, referring website
- Cookies: see Section 5 for detailed cookie information

3. How We Use Your Information

We use your personal information to process and complete your orders, arrange shipping and delivery, send order confirmations and updates, handle returns and customer service, respond to your inquiries, send marketing communications if you have subscribed to our mailing list (you may unsubscribe at any time), comply with legal requirements, prevent fraud, and improve our Website and services.

4. Legal Basis for Processing

Under UK GDPR, we process your personal data based on:

- Contract performance: processing necessary to fulfil your orders and provide requested services
- Consent: when you subscribe to our mailing list or accept cookies
- Legitimate interests: improving our services, fraud prevention, and website security
- Legal obligation: complying with tax, accounting, and other legal requirements

5. Cookies

Please refer to our separate Cookie Policy for full details of how we use cookies on this Website.

6. Third-Party Services

We work with the following third-party service providers who may process your personal data:

- Stripe: processes card payments securely. Privacy policy at stripe.com/privacy
- PayPal: processes PayPal payments. Privacy policy at paypal.com/privacy
- Brevo: manages our mailing list and email marketing communications. Privacy policy at brevo.com/legal/privacypolicy

- Hostinger: provides our website hosting and email infrastructure
- Courier services: process shipping information to deliver your orders

We ensure all third-party processors comply with data protection laws and only use your data for the purposes we specify.

7. International Transfers

As we ship internationally, your personal information may be transferred outside the United Kingdom. When we transfer data internationally, we ensure appropriate safeguards are in place, such as Standard Contractual Clauses approved by UK authorities and transfers only to countries with adequate data protection laws.

8. Data Retention

- Order information: retained for 7 years to comply with tax and accounting regulations
- Marketing communications: retained until you unsubscribe or request deletion
- Website usage data: typically retained for up to 2 years
- Correspondence: retained as long as necessary for record-keeping

9. Your Rights

Under UK GDPR, you have the following rights: right of access, right to rectification, right to erasure, right to restrict processing, right to data portability, right to object, and right to withdraw consent. To exercise any of these rights, contact us at contact@sickboy.co.uk.

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO): ico.org.uk | 0303 123 1113 | Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

10. Data Security

We implement appropriate technical and organisational measures to protect your personal data, including SSL/TLS encryption, PCI-DSS compliant payment processing, regular security assessments, and secure hosting infrastructure. No method of transmission over the internet is 100% secure.

11. Children's Privacy

Our Website is not intended for children under 18 years of age. We do not knowingly collect personal data from children under 18. If you believe your child has provided us with personal data, please contact us and we will delete such information.

12. Changes to This Policy

We may update this Privacy Policy from time to time. We will notify you of any material changes by posting the updated policy on our Website with a new Last Updated date.

13. Contact Us

Email: contact@sickboy.co.uk | Address: Sickboy, Bristol, BS3, United Kingdom