



KEEPING YOUR DATA SECURE

Privacy Policy

The Shropshire Scratchings Company is committed to protecting the privacy and security of your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website. Please read this Privacy Policy carefully. By accessing or using this website, you agree to be bound by the terms and conditions described herein. If you do not agree to all of the terms set forth in this Privacy Policy, you may not access or use our website.

Collection of Information

We may collect personal information from you when you visit our website, make a purchase, or interact with us. The types of personal information we may collect include:

- Contact information such as your name, email address, phone number, and shipping address.
- Billing information such as credit card details and billing address.
- Information about your purchases, including products purchased, order history, and transaction details.
- Information you provide when you participate in competitions, promotions, surveys, or contests.
- Information automatically collected through cookies and other tracking technologies, including your IP address, browser type, operating system, and browsing behaviour on our website.
- Use of Information

We may use the information we collect for various purposes, including:

- Processing and fulfilling your orders, including communicating with you about your order status and shipping updates.
- Providing customer support and responding to your enquiries.
- Sending you marketing communications, promotions, and special offers that may be of interest to you.
- Conducting research and analysis to improve our products, services, and website functionality.
- Administering competitions, promotions, surveys, or contests.
- Disclosure of Information



- By providing your consent to receive marketing or other communications from us, you acknowledge and agree that we may share your personal information, including your name, email address, and preferences, with other brands and companies that are part of our group — whether currently owned or created by us in the future. These companies may use your information to provide relevant updates, offers, and content that we believe may be of interest to you.
- We will only share your data within our group where there is a legitimate interest and where the purpose aligns with your original consent. You can withdraw your consent at any time by contacting us or using the unsubscribe option in our communications.

We may disclose your personal information to third parties in the following circumstances:

- To our service providers and business partners who assist us in operating our website, processing payments, and fulfilling orders.
- To comply with legal obligations or respond to lawful requests from government authorities.
- In connection with the sale, merger, or transfer of The Shropshire Scratchings Company to another entity.

Data Security

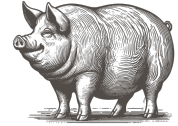
We take reasonable measures to protect the security of your personal information. However, please be aware that no method of transmission over the internet or electronic storage is 100% secure. Therefore, we cannot guarantee the absolute security of your information.

Your Choices

You have the right to access, update, and correct your personal information at any time. You may also choose to opt-out of receiving marketing communications from us by following the unsubscribe instructions provided in such communications.

Changes to this Privacy Policy

We reserve the right to modify this Privacy Policy at any time. If we make material changes to this Privacy Policy, we will notify you by posting an updated version on our website.



Contact Us

If you have any questions or concerns about this Privacy Policy or our privacy practices, please contact us at info@scratchings.company.