

R&J Collectibles customer privacy notice

This privacy notice tells you what to expect us to do with your personal information.

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Contact details

Email

R-JCollectibles@outlook.com

What information we collect, use, and why

We collect or use the following information to **provide services and goods, including delivery**:

- Names and contact details
- Addresses
- Date of birth
- Purchase or account history
- Payment details (including card or bank information for transfers and direct debits)

We collect or use the following information for **service updates or marketing purposes**:

- Names and contact details
- Marketing preferences

Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible [lawful bases](#) in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

Which lawful basis we rely on may affect your data protection rights which are set out in brief below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:

- **Your right of access** - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [Read more about the right of access.](#)
- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [Read more about the right to rectification.](#)
- **Your right to erasure** - You have the right to ask us to delete your personal information. [Read more about the right to erasure.](#)
- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. [Read more about the right to restriction of processing.](#)
- **Your right to object to processing** - You have the right to object to the processing of your personal data. [Read more about the right to object to processing.](#)

- **Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. [Read more about the right to data portability.](#)
- **Your right to withdraw consent** – When we use consent as our lawful basis you have the right to withdraw your consent at any time. [Read more about the right to withdraw consent.](#)

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information to **provide services and goods** are:

- **Contract** – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- **Legitimate interests** – we're collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - **Our Legitimate Interests:** We use personal information to ensure the efficient operation of our business and to provide a high-quality, secure service to our customers. Our legitimate interests include: **Customer Support:** We collect and use information (such as email addresses and order history) to respond to customer enquiries, resolve disputes, and provide support. This benefits the customer by ensuring their questions are answered and issues are resolved quickly. **Business Improvement:** We analyse general browsing behaviour on our website to understand which products are popular and how to make our site easier to navigate. This improves the user experience and helps us stock the items our customers actually want. **Security and Fraud Prevention:** We monitor website activity to protect our business and our customers from fraudulent transactions, hacking, or unauthorised access. This maintains a safe environment for all users. **Balancing Test:** We have carefully considered the impact of these activities on our customers' rights and freedoms. We believe our legitimate interests are not outweighed by the risks because: We only collect the minimum amount of information necessary to achieve these purposes. We handle all personal data with strict confidentiality and do not sell or share it with third parties for their own marketing purposes. Our activities are what customers would reasonably expect from an online shop. Customers remain in control of their data and have the right to object to this processing or request the deletion of their information at any time, subject to our legal obligations (such as tax record-keeping).

For more information on our use of legitimate interests as a lawful basis you can contact us using the contact details set out above.

Our lawful bases for collecting or using personal information for **service updates or marketing purposes** are:

- **Consent** - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.

- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - **Service Updates:** We process contact information on the basis of Legitimate Interests to provide essential updates regarding orders, deliveries, or significant changes to our shop services. This is necessary for the performance of our service and is what customers reasonably expect when making a purchase. **Marketing:** We process personal information for marketing purposes (such as newsletters or promotional offers) on the basis of Consent. We only send marketing materials to customers who have explicitly opted in via our website sign-up form or checkout opt-in. Customers have the right to withdraw this consent at any time by clicking "unsubscribe" in our emails or by contacting us at R-JCollectibles@outlook.com.

For more information on our use of legitimate interests as a lawful basis you can contact us using the contact details set out above.

Where we get personal information from

- Directly from you

How long we keep information

How Long We Keep Your Data

We do not store your personal information for longer than is necessary for the purposes for which it was collected. Our general retention approach is as follows:

- **Order & Transaction Data:** We retain records of your orders, including names and delivery addresses, for **6 years** following the end of the financial year in which the transaction took place. This is to comply with our statutory obligations regarding tax and accounting records (HMRC).
- **Customer Enquiries:** If you contact us with a query but do not proceed to a purchase, we generally retain your correspondence for **12 months** to ensure we can provide helpful follow-up service, after which it is securely deleted.
- **Marketing Data:** If you have opted in to receive our newsletters or updates, we will keep your contact details until you tell us you no longer wish to receive them (by unsubscribing or contacting us at R-JCollectibles@outlook.com).
- **Anonymisation:** Where data is no longer required for legal or operational purposes, we either securely delete or anonymise it so that it can no longer be linked to you.

For more information on how long we store your personal information or the criteria we use to determine this please contact us using the details provided above.

How to complain

If you have any concerns about our use of your personal information, you can make a data protection complaint to us:

Email: R-JCollectibles@outlook.com

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>