

# Privacy Policy

Last updated: 22nd April 2026

## Introduction

FlipFix Limited is committed to protecting personal data and using it in a fair, lawful and transparent way. This Privacy Policy explains how we collect, use, store and share personal data when you visit our website, use our services, place an order, contact us, or otherwise interact with us.

It is designed to help you understand what information we collect, why we use it, who we may share it with, and the rights available to you in relation to your personal data.

## Key Points

- We may collect personal data you provide to us directly, such as your name, email address, phone number and address.
- We may also collect certain technical and usage information automatically when you use our website or services.
- We use personal data to provide our services, manage enquiries and orders, communicate with you, improve our website and services, maintain security, and meet legal obligations.
- We may share personal data with selected third-party providers where necessary, including payment processors and service providers who support our business operations.
- We keep personal data only for as long as reasonably necessary for the purposes for which it was collected, unless a longer period is required or permitted by law.
- We take appropriate organisational and technical steps to help protect personal data, although no method of transmission or storage can be guaranteed to be completely secure.
- Depending on the circumstances, you may have legal rights in relation to your personal data, including rights of access, correction, erasure and objection.
- If you have any questions or wish to exercise your rights, you can contact us at [privacy@flipfix.com](mailto:privacy@flipfix.com).

## Who This Privacy Policy Applies To

This Privacy Policy applies to personal data collected through the FlipFix Limited website, including any website that links to this policy, and through related interactions with us, including sales enquiries, marketing activity, customer communications and the provision of our services.

This policy applies where FlipFix Limited acts as a data controller in relation to personal data. Where we process personal data on behalf of a customer and only in accordance with that customer's instructions, that customer remains responsible for its own privacy information and obligations.

## What Personal Data We Collect

We may collect personal data that you provide directly to us when you contact us, make an enquiry, place an order, request information, or otherwise interact with us.

Depending on the nature of your interaction with us, this may include:

- name;
- phone number;
- email address;
- mailing address; and
- billing address.

Where you make a purchase, we may also collect information necessary to process your payment. Payment data may be processed and stored by third-party payment providers, including Stripe and PayPal, in accordance with their own privacy policies.

We may also collect certain information automatically when you visit, use or navigate our website or services. This may include technical and usage data such as your IP address, browser and device characteristics, operating system, language preferences, referring URLs, device name, country, general location information, and information about how and when the website or services are used.

This information is used primarily to support the operation, security and improvement of our website and services, and for internal analytics and reporting, including through tools such as Microsoft Clarity, which helps us analyse user behaviour and page interaction.

We may also collect information through cookies and similar technologies. Further information is set out in our [Cookies Policy](#).

We do not intentionally process sensitive personal data through our website or general customer interactions unless this becomes necessary and we have a lawful basis for doing so.

### **How We Use Personal Data**

We may use personal data for a range of business purposes, depending on how you interact with us.

These may include:

- providing and delivering requested products or services;
- responding to enquiries and providing support;
- sending service-related or administrative communications;
- managing orders, payments, returns and exchanges;
- operating, maintaining and improving our website and services, including analysing site usage, page interaction and user behaviour;
- maintaining security, detecting misuse and helping to prevent fraud;
- complying with legal and regulatory obligations; and
- using information for other purposes where consent has been given or another lawful basis applies.

## **Lawful Bases for Processing**

We will only process personal data where we have a valid lawful basis for doing so.

Depending on the circumstances, this may include:

- your consent;
- the performance of a contract;
- compliance with a legal obligation;
- protection of vital interests; and
- our legitimate business interests, where those interests are not overridden by your rights and freedoms.

Where we rely on consent, you may withdraw that consent at any time. This will not affect the lawfulness of processing carried out before consent was withdrawn.

## **Sharing Personal Data**

We may share personal data where necessary with third-party providers, contractors or advisers who support the delivery of our services or the operation of our business.

Depending on the circumstances, this may include:

- data analytics providers, including website analytics and behaviour analysis tools;
- payment processors;
- order fulfilment providers;
- sales and marketing providers; and
- retargeting or advertising platforms.

We may also share personal data where necessary in connection with:

- a merger, acquisition, restructuring, financing arrangement or sale of all or part of our business;
- legal or regulatory obligations; and
- the protection or enforcement of our legal rights.

Where personal data is shared with third parties acting on our behalf, we seek to ensure that appropriate safeguards are in place.

## **International Transfers**

Where personal data is transferred outside the United Kingdom, we will take appropriate steps to ensure that it is protected in accordance with applicable data protection law.

## **Cookies and Similar Technologies**

We may use cookies and similar technologies, including web beacons and pixels, to collect and store information about your use of our website and services.

Further details about the cookies we use, why we use them, and how you can manage your preferences are set out in our [Cookies Policy](#).

## **How Long We Keep Personal Data**

We keep personal data only for as long as reasonably necessary for the purposes for which it was collected, unless a longer retention period is required or permitted by law, including for tax, accounting, audit or other legal reasons.

Where we no longer have a legitimate business need to process personal data, we will delete it, anonymise it, or securely store it until deletion is possible.

### **How We Protect Personal Data**

We have implemented appropriate organisational and technical measures designed to protect personal data against unauthorised access, disclosure, misuse, alteration, loss or destruction.

Even so, no method of transmission over the internet, and no method of electronic storage, can be guaranteed to be completely secure. While we take reasonable steps to protect personal data, we cannot guarantee absolute security.

### **Your Rights**

Depending on your location and the circumstances of the processing, you may have rights in relation to your personal data. These may include the right to:

- request access to your personal data;
- request correction of inaccurate personal data;
- request deletion of your personal data;
- request restriction of processing;
- object to processing;
- request data portability in certain circumstances; and
- withdraw consent where processing is based on consent.

If you believe your personal data is being processed unlawfully or unfairly, you may also have the right to complain to the relevant supervisory authority. In the UK, this is the Information Commissioner's Office.

You may opt out of marketing communications at any time by using the unsubscribe link in emails we send, or by contacting us directly. Even where you opt out of marketing, we may still need to send you service-related or administrative communications where necessary.

If your browser allows you to block or remove cookies, you can usually manage this through your browser settings. Please note that doing so may affect the availability or functionality of some parts of our website or services.

### **Contact Details**

If you have any questions about this Privacy Policy or the way we handle personal data, please contact us at:

**Email:** [privacy@flipfix.com](mailto:privacy@flipfix.com)

#### **Post:**

FlipFix Limited  
Unit 1-3, Serton Court, Veasey Close  
Nuneaton, Warwickshire  
CV11 6RT  
United Kingdom

**Phone:** 02475 267888

Requests to review, update or delete personal data may also be made via:

[www.flipfix.co.uk/my-data](http://www.flipfix.co.uk/my-data)

### **Updates to this Policy**

We may update this Privacy Policy from time to time to reflect changes in legal requirements, regulatory expectations, business practices or the services we provide.

Any updated version will be made available on our website and will take effect from the revised date shown at the top of this policy. We encourage users to review this page periodically so they remain informed about how personal data is handled.