

PRIVACY POLICY

1. INFORMATION WE COLLECT

We collect personal information that you provide to us, such as your name, email address, postal address, and payment details when you make a purchase or contact us. We may also collect technical data automatically (e.g., IP addresses, browser type) via cookies when you navigate our site.

2. HOW WE USE YOUR DATA

We use the information we collect to:

- Provide, operate, and maintain our website or services.
- Process your transactions and manage your account.
- Send you marketing communications, where you have consented to receive them.
-

3. SHARING WITH THIRD PARTIES

- We do not sell your personal data.
- We only share information with trusted third-party service providers (e.g., payment processors, hosting services) to help us operate our business.
- These parties are obligated to keep your data secure and use it only for the specific tasks we've assigned them.

4. DATA RETENTION AND SECURITY

We retain your personal information only for as long as necessary to fulfill the purposes outlined in this policy or to comply with our legal, tax, or accounting obligations. We use standard security measures to protect your data from unauthorized access.

The Swim Oxford website is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to sell our products and services to you. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall.

All direct payment gateways offered by Wix.com and used by our company adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, MasterCard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of credit card information by our store and its service providers.

5. YOUR RIGHTS UNDER DATA PROTECTION LAWS, YOU HAVE THE RIGHT TO:

ACCESS: Request copies of your personal data.

RECTIFY: Correct any inaccurate or incomplete information we hold about you.

ERASE: Request that we delete your personal data.

OPT-OUT: Unsubscribe from our marketing emails at any time.

IF YOU HAVE ANY QUESTIONS ABOUT THIS PRIVACY POLICY

or how we handle your data, please contact us at: info@swimoxford.co.uk