

# PRIVACY POLICY

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**Ambersea Ltd**

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## 1. INTRODUCTION

Ambersea Ltd (“we”, “us”, “our”) is committed to protecting and respecting your privacy.

This Privacy Policy explains how we collect, use, and protect your personal data when you use our website **ambersea.uk**.

Ambersea Ltd is the data controller.

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## 2. COMPANY DETAILS

Ambersea Ltd

Company Number: 07734249

Registered Address:

Unit E15-E16 Industrial Centre, Norfolk Street, Boston, Lincolnshire, England, PE21 9HG

Email: [contacts@ambersea.uk](mailto:contacts@ambersea.uk)

Phone: 07366447788

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## 3. WHAT DATA WE COLLECT

We may collect and process the following personal data:

- Name
- Email address
- Phone number
- Delivery address
- Account login details
- Order history

We may also collect limited technical data such as IP address where necessary for security purposes.

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## 4. HOW WE COLLECT DATA

We collect data when:

- you register an account
  - you place an order
  - you contact us
  - you communicate with our team
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## 5. HOW WE USE YOUR DATA

We use your personal data for:

- processing and delivering orders
- managing your account
- customer support
- business communication

We do **not currently use** your data for:

- email marketing
- behavioural tracking

- analytics

However, such features **may be introduced in the future**, and this policy will be updated accordingly.

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## 6. LEGAL BASIS FOR PROCESSING

We process your personal data under the following legal bases:

- **Contractual necessity** – to fulfil orders and provide services
  - **Legitimate interests** – to operate and improve our business
  - **Legal obligations** – for accounting and compliance
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## 7. DATA SHARING

We do **not sell or trade personal data**.

We may share data only where necessary with:

- delivery personnel (couriers)
- payment processing (bank transfers where applicable)
- IT service providers (hosting, website infrastructure)

All such parties are required to handle data securely.

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## 8. DATA RETENTION

We retain personal data only as long as necessary:

- for business operations
- for legal and accounting obligations

When data is no longer required, it is securely deleted.

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## 9. DATA SECURITY

We take appropriate technical and organisational measures to protect your data, including:

- secure server infrastructure
  - access restrictions
  - HTTPS encryption
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## 10. YOUR RIGHTS

Under UK GDPR, you have the right to:

- access your personal data
- request correction of inaccurate data
- request deletion of your data
- object to processing
- request restriction of processing

To exercise these rights, contact us at:  
contacts@ambersea.uk

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## 11. COOKIES

At present, our website uses only essential cookies required for basic functionality.

We do **not currently use**:

- analytics cookies

- marketing cookies

If this changes, a cookie policy and consent mechanism will be implemented.

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## **12. THIRD-PARTY LINKS**

Our website may contain links to other websites.

We are not responsible for their privacy practices.

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## **13. CHANGES TO THIS POLICY**

We may update this Privacy Policy from time to time.

Updated versions will be published on our website.

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## **14. CONTACT**

If you have any questions about this Privacy Policy or your data:

Email: [contacts@ambersea.uk](mailto:contacts@ambersea.uk)

Phone: 07366447788

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**Ambersea Ltd** — Company number (Companies House): 07734249. VAT number: 133645619.

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