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## PRIVACY POLICY

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### BACKGROUND:

Core Teamwear Limited understands that your privacy is important to you and that you care about how your personal data is used. We respect and value the privacy of everyone who visits this website, <https://www.coreteamwear.co.uk/> ("Our Site") and will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

Please read this Privacy Policy carefully and ensure that you understand it.

### 1. Definitions and Interpretation

In this Policy the following terms shall have the following meanings:

<b>"Account"</b>	means an account required to access and/or use certain areas and features of our Site;
<b>"Cookie"</b>	means a small text file placed on your computer or device by our Site when you visit certain parts of our Site and/or when you use certain features of our Site. Details of the Cookies used by our Site are set out in Part 14, below; and
<b>"Cookie Law"</b>	means the relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003.

### 2. Information About Us

Our Site is owned and operated by Core Teamwear Limited, a limited company registered in England under company number 16211138.

Registered address: Wraysbury Hall, Ferry Lane, Staines-Upon-Thames, Berkshire, United Kingdom, TW19 6HG.

Main trading address: Wraysbury Hall, Ferry Lane, Staines-Upon-Thames, Berkshire, United Kingdom, TW19 6HG.

Data Protection Officer: Mr Jonathan David Mills.

Email address: [hello@coreteamwear.co.uk](mailto:hello@coreteamwear.co.uk).

Telephone number: +44 7916 171341.

Postal address: Wraysbury Hall, Ferry Lane, Staines-Upon-Thames, Berkshire, United Kingdom, TW19 6HG.

### 3. What Does This Policy Cover?

This Privacy Policy applies only to your use of our Site. Our Site may contain links to other websites. Please note that we have no control over how your data is collected, stored, or used by other websites and we advise you to check the privacy policies of any such websites before providing any data to them.

#### 4. **What Is Personal Data?**

Personal data is defined by the UK GDPR and the Data Protection Act 2018 (collectively, “the Data Protection Legislation”) as ‘any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier’.

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

#### 5. **What Are My Rights?**

Under the Data Protection Legislation, you have the following rights, which we will always work to uphold:

- a) The right to be informed about our collection and use of your personal data. This Privacy Policy should tell you everything you need to know, but you can always contact us to find out more or to ask any questions using the details in Part 15.
- b) The right to access the personal data we hold about you. Part 13 will tell you how to do this.
- c) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. Please contact us using the details in Part 15 to find out more.
- d) The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we hold. Please contact us using the details in Part 15 to find out more.
- e) The right to restrict (i.e. prevent) the processing of your personal data.
- f) The right to object to us using your personal data for a particular purpose or purposes.
- g) The right to withdraw consent. This means that, if we are relying on your consent as the legal basis for using your personal data, you are free to withdraw that consent at any time.
- h) The right to data portability. This means that, if you have provided personal data to us directly, we are using it with your consent or for the performance of a contract, and that data is processed using automated means, you can ask us for a copy of that personal data to re-use with another service or business in many cases.
- i) Rights relating to automated decision-making and profiling.

For more information about our use of your personal data or exercising your rights as outlined above, please contact us using the details provided in Part 15.

It is important that your personal data is kept accurate and up-to-date. If any of the personal data we hold about you changes, please keep us informed as long as we have that data.

Further information about your rights can also be obtained from the Information Commissioner’s Office or your local Citizens Advice Bureau.

If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner’s Office. We would welcome the opportunity to resolve your concerns ourselves, however, so please contact us first, using the details in Part 15.

## 6. What Data Do You Collect and How?

Depending upon your use of our Site, we may collect and hold some or all of the personal and non-personal data set out in the table below, using the methods also set out in the table. Please also see Part 14 for more information about our use of Cookies and similar technologies and our Cookie Policy. We do not collect any 'special category' or 'sensitive' personal data, personal data relating to children, or data relating to criminal convictions and/or offences.

Data Collected	How We Collect the Data
<b>Identity Information</b> including name, title, and gender	Collected directly when you create an account, place an order, complete contact forms, or communicate with us via email, phone, or online chat
<b>Contact Information</b> including billing/shipping address, email address, and telephone number	Provided by you during checkout, registration, or customer service interactions
<b>Business Information</b> including club or organisation name, job title (if applicable), and team affiliation	Collected when placing bulk or custom orders on behalf of clubs or organisations, or when contacting us as a representative
<b>Payment Information</b> including card details (processed by third-party secure payment providers such as Stripe or PayPal), billing address	Entered by you during the checkout process; we do not store full card details ourselves
<b>Profile Information</b> including login credentials, purchase history, saved items, kit preferences, and quote requests	Created and maintained as part of your account on our website; generated through your interaction with our services
<b>Technical Information</b> including IP address, browser type and version, device type, operating system, referral source, and browsing activity	Collected automatically via cookies and similar technologies when you access and navigate our Site
<b>Data from Third Parties</b> including contact or technical information	Obtained from analytics providers (e.g., Google Analytics), social media platforms (if you connect with us via them), or payment service providers
<b>Order Customisation Data</b> including kit design details, club logos, sizing information, and delivery preferences	Provided directly by you or your club during the custom kit design process or through email/uploads

## 7. How Do You Use My Personal Data?

Under the Data Protection Legislation, we must always have a lawful basis for using personal data. The following table describes how we may use your personal data, and our lawful bases for doing so:

What We Do	What Data We Use	Our Lawful Basis
<b>Registering you on our Site.</b>	Identity and Contact Information	Performance of a contract with you
<b>Providing and managing your Account.</b>	Identity, Contact, Profile, and Technical Information	Performance of a contract with you
<b>Providing and managing your access to our Site.</b>	Technical Information, Profile Information	Legitimate interests – to maintain security and usability of our website
<b>Personalising and tailoring your experience on our Site.</b>	Profile Information, Purchase History, Technical Information	Legitimate interests – to improve user experience and show relevant content
<b>Administering our Site.</b>	Technical Information	Legitimate interests – for monitoring and improving website performance and security
<b>Administering our business.</b>	Identity, Contact, Business, and Payment Information	Legitimate interests – to efficiently manage orders, stock, suppliers, and business relationships
<b>Supplying our products and/or services to you.</b>	Identity, Contact, Order Details, and Delivery Preferences	Performance of a contract with you
<b>Managing payments for our products and/or services.</b>	Payment and Contact Information	Performance of a contract with you; Legitimate interests – to prevent fraud and ensure secure transactions
<b>Personalising and tailoring our products and/or services for you.</b>	Order Details, Club Logos, Sizing Preferences, Profile Information	Performance of a contract with you
<b>Communicating with you.</b>	Identity and Contact Information	Performance of a contract with you; Legitimate interests – to respond to enquiries and provide customer support
<b>Supplying you with information by email and/or post that you have opted-in-to (you may opt-out at any time by clicking the "unsubscribe" link in any marketing email or contacting us directly).</b>	Identity and Contact Information, Marketing Preferences	Consent – you have given clear consent to receive marketing communications

<b>Registering you on our Site.</b>	<b>Identity and Contact Information</b>	<b>Performance of a contract with you</b>
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With your permission and/or where permitted by law, we may also use your personal data for marketing purposes, which may include contacting you by email, telephone, text message and post with information, news, and offers on our products. You will not be sent any unlawful marketing or spam. We will always work to fully protect your rights and comply with our obligations under the Data Protection Legislation and the Privacy and Electronic Communications (EC Directive) Regulations 2003, and you will always have the opportunity to opt-out.

Third Parties, whose content appears on our Site may use third-party Cookies, as detailed below in Part 14. Please refer to Part 14 for more information on controlling cookies. Please note that we do not control the activities of such third parties, nor the data that they collect and use themselves, and we advise you to check the privacy policies of any such third parties.

We will only use your personal data for the purpose(s) for which it was originally collected unless we reasonably believe that another purpose is compatible with that or those original purpose(s) and need to use your personal data for that purpose. If we do use your personal data in this way and you wish us to explain how the new purpose is compatible with the original, please contact us using the details in Part 15.

If we need to use your personal data for a purpose that is unrelated to, or incompatible with, the purpose(s) for which it was originally collected, we will inform you and explain the legal basis which allows us to do so.

In some circumstances, where permitted or required by law, we may process your personal data without your knowledge or consent. This will only be done within the bounds of the Data Protection Legislation and your legal rights.

## 8. How Long Will You Keep My Personal Data?

We will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Your personal data will therefore be kept for the following periods (or, where there is no fixed period, the following factors will be used to determine how long it is kept):

<b>Type of Data</b>	<b>How Long We Keep It</b>
<b>Identity Information</b> including name, title, and gender	Retained for up to <b>6 years</b> from the date of last interaction to comply with legal and tax obligations, and to support customer service history
<b>Contact Information</b> including address, email address, and telephone number	Retained for up to <b>6 years</b> after last transaction for order history, accounting, and support purposes
<b>Business Information</b> including business name, job title, and club affiliation	Retained for up to <b>6 years</b> for relationship and contract management, and as part of transaction records

<b>Payment Information</b> including card details and bank account numbers	CORE Teamwear does not store full card details. Transaction metadata (e.g. last four digits, transaction ID) may be retained for <b>up to 7 years</b> for financial auditing and fraud prevention, in line with HMRC requirements
<b>Profile Information</b> including preferences, interests, login credentials, and purchase history	Retained for as long as your account is active. If an account is inactive for more than <b>2 years</b> , it may be deleted or anonymised unless required for legal purposes
<b>Technical Information</b> including IP address, browser type and version, operating system	Retained for up to <b>26 months</b> from date of collection via cookies and analytics platforms (e.g. Google Analytics), unless user deletes cookies earlier
<b>Order Customisation Data</b> including club logos, sizing sheets, and design approvals	Retained for <b>5 years</b> from date of order to allow for reorders and design continuity, unless deletion is specifically requested by the client

## 9. How and Where Do You Store or Transfer My Personal Data?

We will only store your personal data within the European Economic Area (the “EEA”). The EEA consists of all EU member states, plus Norway, Iceland, and Liechtenstein. This means that your personal data will be fully protected under the EU GDPR and/or to equivalent standards by law. Transfers of personal data to the EEA from the UK are permitted without additional safeguards.

We ensure that your personal data is protected under binding corporate rules. Binding corporate rules are a set of common rules which all our group companies are required to follow when processing personal data. For further information, please refer to the [Information Commissioner’s Office](#).

We will only store or transfer personal data in or to countries that are deemed to provide an adequate level of protection for personal data. For further information about adequacy decisions and adequacy regulations, please refer to the [Information Commissioner’s Office](#).

Please contact us using the details below in Part 15 for further information about the particular data protection safeguards used by us when transferring your personal data to a third country.

The security of your personal data is essential to us, and to protect your data, we take a number of important measures, including the following:

- limiting access to your personal data to those employees, agents, contractors, and other third parties with a legitimate need to know and ensuring that they are subject to duties of confidentiality;
- procedures for dealing with data breaches (the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, your personal data) including notifying you and/or the Information Commissioner’s Office where we are legally required to do so.

## 10. Do You Share My Personal Data?

We will not share any of your personal data with any third parties for any purposes, subject to the following exceptions.

If we sell, transfer, or merge parts of our business or assets, your personal data may be transferred to a third party. Any new owner of our business may continue to use your personal data in the same way(s) that we have used it, as specified in this Privacy Policy.

In some limited circumstances, we may be legally required to share certain personal data, which might include yours, if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

We may sometimes contract with the following third parties to supply certain products and/or services:

Recipient	Activity Carried Out	Sector
<b>Shopify Inc.</b> ( <i>data processor</i> )	E-commerce platform provision and order processing	Technology / E-commerce Infrastructure
<b>Stripe Inc.</b> ( <i>data processor</i> )	Payment processing for card transactions	Financial Technology (FinTech)
<b>PayPal (UK) Ltd</b> ( <i>data processor</i> )	Online payment services for customer transactions	Financial Services / Payment Processing
<b>Royal Mail / DPD / DHL</b> ( <i>data processors</i> )	Delivery and logistics for customer orders	Logistics and Courier Services
<b>Custom Kit Manufacturers / Print Houses</b> ( <i>data processors</i> )	Production of personalised or bespoke kit orders based on customer-provided data	Apparel / Textile / Print Services
<b>Google LLC</b> ( <i>data processor</i> )	Analytics and performance tracking for website and marketing	Technology / Web Analytics
<b>Mailchimp (Intuit Inc.)</b> ( <i>data processor</i> )	Distribution of email newsletters and marketing campaigns (opt-in users only)	Marketing / Email Services

If any of your personal data is shared with a third party as described above, we will take steps to ensure that your personal data is handled safely, securely, and in accordance with your rights, our obligations, and the third party's obligations under the law, as described in Part 9.

If any personal data is transferred outside of the UK (for example, to service providers based in the USA or Canada), we will take suitable steps to ensure that your personal data is treated just as safely and securely as it would be within the UK and under the Data Protection Legislation. These may include implementing **Standard Contractual Clauses (SCCs)**, **adequacy regulations**, or binding corporate rules, where applicable.

## **11. How Can I Control My Personal Data?**

1. In addition to your rights under the Data Protection Legislation, set out in Part 5, when you submit personal data via our Site, you may be given options to restrict our use of your personal data. In particular, we aim to give you strong controls on our use of your data for direct marketing purposes (including the ability to opt-out of receiving emails from us which you may do by unsubscribing using the links provided in our emails).
2. You may also wish to sign up to one or more of the preference services operating in the UK: The Telephone Preference Service ("the TPS"), the Corporate Telephone Preference Service ("the CTPS"), and the Mailing Preference Service ("the MPS"). These may help to prevent you receiving unsolicited marketing. Please note, however, that these services will not prevent you from receiving marketing communications that you have consented to receiving.

## **12. Can I Withhold Information?**

You may access certain areas of our Site without providing any personal data at all. However, to use all features and functions available on our Site you may be required to submit or allow for the collection of certain data.

You may restrict our use of Cookies. For more information, see Part 14.

## **13. How Can I Access My Personal Data?**

If you want to know what personal data we have about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a "subject access request".

All subject access requests should be made in writing and sent to the email or postal addresses shown in Part 15.

There is not normally any charge for a subject access request. If your request is 'manifestly unfounded or excessive' (for example, if you make repetitive requests) a fee may be charged to cover our administrative costs in responding.

We will respond to your subject access request within one calendar month from the date the request is received. Normally, we aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required up to a maximum of three months from the date we receive your request. You will be kept fully informed of our progress.

## **14. How Do You Use Cookies?**

Our Site may place and access certain first-party Cookies on your computer or device. First-party Cookies are those placed directly by us and are used only by us. We use Cookies to facilitate and improve your experience of our Site and to provide and improve our products.

By using our Site you may also receive certain third-party Cookies on your computer or device. Third-party Cookies are those placed by websites, services, and/or parties other than us. Third-party Cookies are used on our Site for analytics, performance tracking, advertising, and social media integration. These include Cookies from:

- Google Analytics – to collect anonymised usage data that helps us understand how visitors interact with our site and improve functionality;



- Facebook Pixel – to measure ad effectiveness and support retargeting campaigns;
- Shopify and associated plug-ins – to enable secure checkout, customer preferences, and store performance features;
- YouTube or Instagram embeds – to allow viewing of media content directly on our site.

For more details, please refer to our Cookie Policy.

#### 15. **How Do I Contact You?**

To contact us about anything to do with your personal data and data protection, including to make a subject access request, please use the following details for the attention of Mr Jonathan David Mills:

Email address: [hello@coreteamwear.co.uk](mailto:hello@coreteamwear.co.uk).

Telephone number: +44 7916 171341.

Postal Address: Wraysbury Hall, Ferry Lane, Staines-Upon-Thames, Berkshire, United Kingdom, TW19 6HG.

#### 16. **Changes to this Privacy Policy**

We may change this Privacy Policy from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection.

Any changes will be immediately posted on our Site and you will be deemed to have accepted the terms of the Privacy Policy on your first use of our Site following the alterations. We recommend that you check this page regularly to keep up-to-date. This Privacy Policy was last updated on 27 January 2025.