

Privacy Policy

This Privacy Policy explains how **BEES Linen** ("we", "us", "our") collects, uses, and protects your personal information when you visit our website or purchase our products.

1. Information We Collect

We may collect and process the following data:

- Personal identification information (such as your name, email address, and phone number)
- Billing and shipping details
- Payment information (processed securely by third-party payment providers)
- Technical data (IP address, browser type, device information)
- Usage data (pages visited, time spent on the website)

2. How We Use Your Information

We use your personal data to:

- Process and deliver your orders
- Manage payments and transactions
- Communicate with you regarding orders or inquiries
- Improve our website, products, and services
- Send marketing communications (only where you have given consent)

3. Legal Basis for Processing (UK GDPR)

We process your data based on:

- Contractual necessity (to fulfil your order)
- Legal obligations
- Legitimate interests (improving services)
- Your consent (for marketing communications)

4. Sharing Your Information

We do not sell your personal data. We may share your data with:

- Payment service providers
- Delivery and logistics partners
- IT and website service providers

All third parties are required to respect the security of your personal data.

5. Data Security

We implement appropriate technical and organizational measures to protect your personal data against unauthorized access, alteration, disclosure, or destruction.

6. Data Retention

We retain your personal data only as long as necessary to fulfill the purposes we collected it for, including legal, accounting, or reporting requirements.

7. Your Rights

Under UK data protection laws, you have the right to:

- Access your personal data
- Request correction or deletion
- Object to processing
- Withdraw consent at any time
- Request data portability

To exercise these rights, please contact us.

8. Cookies

Our website uses cookies to improve user experience and analyze website traffic. You can control cookies through your browser settings.

9. Contact Information

If you have any questions about this Privacy Policy, you can contact us at:

Email: [Insert Email Address]

Address: [To be added]

10. Changes to This Policy

We may update this Privacy Policy from time to time. Changes will be posted on this page.