

## Privacy Policy

### **Pearl and Gray**

Last updated: 16/02/2026

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

This Privacy Policy explains how we collect, use, store and protect your personal data when you visit our website ([www.pearlandgray.co.uk](http://www.pearlandgray.co.uk)), purchase from us, or otherwise interact with us.

We comply with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and other applicable UK data protection laws.

### **1. Who We Are**

Pearl and Gray is a boutique business based in the United Kingdom.

Data Controller:

Pearl and Gray

33 Bennett Precinct, Longton, Stoke-On-Trent ST3 2HT

Email: [pearlpearlan@outlook.com](mailto:pearlpearlan@outlook.com)

Telephone: 07464374157

If you have any questions about this Privacy Policy or how we handle your data, please contact us using the details above.

### **2. What Information We Collect**

We may collect and process the following personal data:

#### **A. Information You Provide Directly**

Full name

Billing and delivery address

Email address

Telephone number

Payment details (processed securely via third-party payment providers)

Account login details (if you create an account)

Any information you provide when contacting us

#### **B. Information Collected Automatically**

IP address

Browser type and version

Device type

Time zone setting

Pages viewed and browsing behaviour

Cookies and tracking data

#### **C. Transaction Information**

Details of products purchased

Order history

Returns and refunds

### **3. How We Use Your Information**

We use your personal data to:

Process and fulfil orders

Deliver products to you

- Manage payments and refunds
- Communicate with you about your order
- Respond to enquiries
- Improve our Website and services
- Send marketing communications (only where you have consented)
- Prevent fraud and enhance security
- Comply with legal obligations

#### **4. Legal Basis for Processing**

Under UK GDPR, we rely on the following lawful bases:

- Contractual necessity – to process your orders
- Legitimate interests – to improve our services and prevent fraud
- Legal obligation – to comply with tax and regulatory requirements
- Consent – for marketing emails and certain cookies

You may withdraw consent at any time.

#### **5. Sharing Your Information**

We may share your personal data with:

- Payment providers (e.g. Stripe, PayPal)
- Delivery partners (e.g. Royal Mail, courier services)
- IT and website hosting providers
- Professional advisers (accountants, legal advisers)
- Regulatory or law enforcement authorities where required

We do not sell your personal data.

#### **6. International Transfers**

If any of our service providers are located outside the UK, we ensure appropriate safeguards are in place, such as:

- UK adequacy regulations
- Standard Contractual Clauses
- Other lawful transfer mechanisms

#### **7. Data Retention**

We retain your personal data only as long as necessary to:

- Fulfil the purposes we collected it for
- Comply with legal, tax, and accounting obligations

Order information is typically retained for a minimum of 6 years for tax purposes.

#### **8. Your Rights**

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

- Access your personal data
- Correct inaccurate data
- Request erasure of your data
- Restrict processing
- Object to processing
- Data portability
- Withdraw consent (where applicable)

To exercise any of these rights, contact us at [pearlandgray@outlook.com](mailto:pearlandgray@outlook.com).

You also have the right to lodge a complaint with the UK supervisory authority:

Information Commissioner's Office (ICO)

Website: <https://www.ico.org.uk>

Helpline: 0303 123 1113

## **9. Cookies**

Our Website uses cookies to:

Ensure the Website functions properly

Analyse website traffic

Improve user experience

Deliver relevant marketing

You can manage cookie preferences through your browser settings or via our cookie banner.

For more information, please see our Cookie Policy [[link if applicable](#)].

## **10. Data Security**

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

SSL encryption

Secure payment gateways

Restricted access to personal data

However, no method of transmission over the internet is 100% secure.

## **11. Marketing Communications**

If you opt in to receive marketing emails, we may send you:

New product launches

Promotions

Exclusive offers

Boutique updates

You can unsubscribe at any time by clicking the “unsubscribe” link in our emails or contacting us directly.

## **12. Third-Party Links**

Our Website may contain links to third-party websites. We are not responsible for their privacy policies or practices.

## **13. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. The latest version will always be available on our Website with the updated date.