

Privacy Policy for Komerz

Introduction

Welcome to Komerz's privacy policy. Komerz respects your privacy and is committed to protecting your personal data. This policy explains how we collect, use, and protect your personal data, your rights under UK data protection laws (including the UK GDPR and Data Protection Act 2018), and how the law safeguards your privacy.

Important Information and Who We Are

- **Purpose of this Privacy Policy:**

This policy provides information on how Komerz collects and processes your personal data when you interact with us, including when you purchase products or services, correspond with us, or use our website. It supplements other notices we may issue and does not override them.

- **Controller:**

Komerz is the controller responsible for your personal data. If you have questions about this policy or wish to exercise your legal rights, please contact us:

Email Address: info@komerz.co.uk

Postal Address: Komerz Ltd, Warwick House, 25 Buckingham Palace Road, London SW1W 0PP

- **Your Right to Complain:**

You have the right to lodge a complaint with the Information Commissioner's Office (ICO), the UK's supervisory authority for data protection issues. However, we encourage you to contact us first to resolve any concerns.

Changes to the Privacy Policy

This version is effective as of April 1, 2025. Please inform us of any changes to your personal data during your relationship with us to ensure accuracy.

Third-Party Links

Our website may include links to third-party websites or applications. Clicking on these links may allow third parties to collect or share your data. We are not responsible for their privacy policies and encourage you to review their terms.

The Data We Collect About You

We may collect, use, store, and transfer different kinds of personal data grouped as follows:

- **Identity Data:** Name, job title, date of birth, gender.
- **Contact Data:** Billing address, delivery address, email address, phone number.

- **Financial Data:** Bank account and payment card details.
- **Transaction Data:** Details of payments and purchases made with us.
- **Technical Data:** IP address, browser type/version, operating system, device information.
- **Profile Data:** Username/password, preferences, feedback, survey responses.
- **Usage Data:** Information about website usage patterns.
- **Marketing and Communications Data:** Preferences for receiving marketing communications.

We may also collect aggregated data (e.g., statistical data) that does not directly identify individuals unless combined with personal data.

How We Collect Your Personal Data

1. Direct Interactions:

You provide data when you:

- Enquire about or purchase our products/services.
- Create an account on our website.
- Respond to surveys or provide feedback.

2. Automated Technologies:

Technical data is collected via cookies and similar technologies when you interact with our website.

3. Third Parties/Public Sources:

We may receive personal data from external sources such as analytics providers or social media platforms.

How We Use Your Personal Data

We will only use your personal data when legally permitted under UK GDPR:

1. To perform a contract with you (e.g., delivering products/services).
2. To comply with legal obligations (e.g., record keeping).
3. For legitimate interests (e.g., improving services or marketing).

We do not rely on consent as a primary basis except for direct marketing communications via email or text messages.

Purposes for Processing Personal Data

Purpose/Activity	Type of Data	Lawful Basis for Processing
Registering you as a client	Identity, Contact	Performance of a contract
Processing payments and orders	Identity, Contact, Financial	Performance of a contract; Legitimate interest
Managing client relationships	Identity, Contact	Legal obligation; Legitimate interest
Administering and protecting our website	Technical	Legitimate interest; Legal obligation
Delivering relevant content/advertisements	Identity, Profile	Legitimate interest

Marketing Preferences

You will receive marketing communications if you have requested information from us or purchased goods/services unless you opt out. You can opt out at any time by adjusting preferences in your account settings or clicking "Unsubscribe" in emails.

Cookies

Cookies are used to enhance website functionality and user experience. For more details about cookies used by Komerz, please refer to our [Cookie Policy].

Data Security

We implement appropriate security measures to protect your personal data from unauthorized access, loss, or misuse.

International Transfers

If we transfer personal data outside the UK or European Economic Area (EEA), we ensure adequate protection through mechanisms such as standard contractual clauses or agreements with Privacy Shield-certified providers where applicable.

For further inquiries regarding this privacy policy or your rights as a user under UK law, please contact us at info@komerz.co.uk