

Privacy Policy

Last updated: 01/05/2026

This Privacy Policy explains how [Your Business Name] ("we", "us", or "our") collects, uses, and protects your personal data when you visit our website and purchase products from us.

We operate an online clothing store using Wix and fulfil orders through a print-on-demand partner (Printful). We are committed to protecting your privacy and handling your data transparently, in line with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

1. Who We Are

Nikki Sailor Tattoo

United Kingdom-based business

Email: nikkisailortattoo@hotmail.com (tattoos)

Email: sailortattoocollective@hotmail.com (merchandise)

For the purposes of data protection law, we are the **data controller** of your personal data.

2. How Our Store Works

Our website is hosted on Wix, which provides us with the online platform to sell our products.

When you place an order:

- Your order is processed through Wix's secure system

- Payment is handled by Wix Payments or trusted third-party providers (such as Stripe or PayPal)
- Your order details are securely shared with Printful, who manufacture and ship your items on our behalf

We only share the information necessary to fulfil your order.

3. What Information We Collect

Information you provide directly:

- Full name
- Email address
- Billing and shipping address
- Phone number (if provided)
- Order details
- Any messages or enquiries you send

Payment information:

Payments are processed securely via Wix Payments, Stripe, or PayPal.

We do **not** store your full card details.

Automatically collected data:

- IP address
- Device and browser type
- Website usage data (pages visited, time spent, etc.)
- Cookies and tracking technologies

4. How We Use Your Information

We use your personal data to:

- Process and fulfil your orders
- Send order confirmations and delivery updates
- Provide customer support
- Handle returns, refunds, or issues
- Improve our website and customer experience
- Prevent fraud or misuse of our services
- Send marketing emails (only if you opt in)

5. Legal Basis for Processing

Under UK GDPR, we rely on:

- **Contract** – to fulfil your orders and provide our services
- **Legal obligation** – for accounting and tax purposes
- **Legitimate interests** – to improve our business and prevent fraud
- **Consent** – for marketing communications

6. Sharing Your Information

We only share your personal data where necessary:

- **Wix** – to host and operate our website
- **Payment providers** (e.g. Stripe, PayPal) – to process payments securely
- **Printful** – to manufacture and ship your orders
- **Delivery companies** – to deliver your items
- **Professional advisers** – such as accountants or legal advisors if required

Each provider only receives the data needed to perform their service and is required to keep your information secure.

7. International Data Transfers

Some of our service providers (including Wix and Printful) may process your data outside the UK.

Where this happens, we ensure appropriate safeguards are in place, such as:

- UK-approved Standard Contractual Clauses
- Working with providers that meet recognised data protection standards

8. Cookies

Our website uses cookies to:

- Make the website function properly
- Remember your preferences
- Analyse traffic and improve performance

You can control or disable cookies through your browser settings.

For more details, please see our [Cookie Policy](#).

9. Data Retention

We only keep your personal data for as long as necessary.

Typically:

- Order and transaction data is kept for up to **6 years** for UK tax and legal requirements
- Marketing data is kept until you withdraw your consent

10. Your Rights

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

- Access the personal data we hold about you
- Correct inaccurate or incomplete data
- Request deletion of your data
- Restrict or object to processing
- Withdraw consent (for marketing at any time)
- Request transfer of your data

To exercise your rights, contact us at: [Your Email Address]

You also have the right to complain to the UK's data protection authority:

Information Commissioner's Office (ICO) – <https://www.ico.org.uk>

11. Data Security

We take appropriate steps to protect your data, including:

- Secure Wix hosting infrastructure
- Encrypted payment processing
- Limited access to personal data
- Use of trusted third-party providers

12. Marketing Communications

If you opt in, we may send you emails about new products, offers, or updates.

You can unsubscribe at any time by clicking the link in any email or contacting us directly.

13. Changes to This Policy

We may update this Privacy Policy occasionally. Updates will be posted on this page with a revised “Last updated” date.

14. Contact

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

Email: nikkisailortattoo@hotmail.com (tattoos)

Email: sailortattoocollective@hotmail.com (merchandise)

Business Name: Nikki Sailor Tattoo