**Privacy Policy**

**Last Updated: 18.03.25**

**1. Introduction** Welcome to JL Wellington Ltd ("we," "our," "us"). We are committed to protecting your privacy and ensuring that your personal information is handled securely and in compliance with applicable data protection laws.

This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website [**www.jlwellingtonltd.com**](http://www.jlwellingtonltd.com) (the "Site").

By using our Site, you consent to the data practices described in this policy.

**2. Information We Collect** We may collect the following types of information:

* **Personal Information:** Name, email address, phone number, billing and shipping addresses, and payment details when you make a purchase or sign up for our services.
* **Non-Personal Information:** Browser type, IP address, device information, and usage data collected via cookies and similar tracking technologies.
* **Communication Data:** Any information you provide when contacting us through email, contact forms, or customer support.

**3. How We Use Your Information** We use the collected information for the following purposes:

* To provide, maintain, and improve our services.
* To process transactions and fulfil orders.
* To communicate with you regarding inquiries, support, or promotional offers.
* To comply with legal obligations and prevent fraud.
* To personalise user experience and enhance website performance.

**4. Sharing Your Information** We do not sell or rent your personal information. However, we may share your data with:

* **Service Providers:** Third-party companies that assist in operating our business (e.g., payment processors, shipping companies, IT support).
* **Legal Compliance:** When required by law, regulatory authorities, or to protect our legal rights.
* **Business Transfers:** In the event of a merger, acquisition, or sale of assets, your information may be transferred.

**5. Data Security** We implement appropriate technical and organisational measures to protect your personal data from unauthorised access, disclosure, or loss. However, no method of transmission over the internet is completely secure.

**6. Your Rights** Depending on your location, you may have rights under applicable data protection laws, including:

* The right to access, correct, or delete your personal data.
* The right to withdraw consent for data processing.
* The right to request data portability.
* The right to lodge a complaint with a data protection authority.

To exercise any of these rights, please contact us at **jlw.enquiries@outlook.com**.

**7. Third-Party Links** Our Site may contain links to third-party websites. We are not responsible for their privacy policies or practices.

**8. Changes to This Privacy Policy** We may update this policy periodically. Any changes will be posted on this page with an updated "Last Updated" date.

**9. Contact Us** If you have any questions about this Privacy Policy, please contact us at **jlw.enquiries@outlook.com**.

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**Cookie Policy**

**1. What Are Cookies?** Cookies are small text files stored on your device when you visit our Site. They help us improve user experience, track website usage, and personalise content.

**2. Types of Cookies We Use** We use the following types of cookies:

* **Essential Cookies:** Necessary for website functionality (e.g., login authentication, shopping cart processing).
* **Analytical Cookies:** Help us analyse website traffic and improve user experience.
* **Marketing Cookies:** Used to deliver relevant advertisements and measure their effectiveness.

**3. How We Use Cookies** We use cookies to:

* Recognise returning visitors and store user preferences.
* Monitor website performance and user interaction.
* Deliver targeted marketing campaigns.

**4. Managing Cookies** You can manage or disable cookies via your browser settings. However, disabling certain cookies may affect the functionality of our Site.

**5. Changes to This Cookie Policy** We may update this Cookie Policy as needed. Please check this page periodically for updates.

**6. Contact Us** For any questions regarding our Cookie Policy, please contact us at **jlw.enquiries@outlook.com**.

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