

# **PRO LX Privacy Policy**

**Last Updated: October 29, 2024**

## **1. Introduction**

PRO LX ("we," "our," or "us") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you engage with our custom branding sportswear and workwear services, whether through our website, in person, or via other means.

## **2. Information We Collect**

### **2.1 Personal Information**

We may collect:

- Name and contact details
- Billing and delivery addresses
- Email addresses
- Phone numbers
- Payment information
- Company details
- Team/organization information
- Measurements and sizing data

### **2.2 Business Information**

- Purchase history
- Design preferences
- Logo files and brand assets
- Team colors and specifications
- Order requirements

### **2.3 Technical Information**

When you visit our website, we automatically collect:

- IP address
- Browser type
- Device information
- Cookies and usage data
- Navigation patterns

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

We use your information to:

- Process and fulfill orders
- Create and store custom designs
- Communicate about orders and services
- Send important product updates
- Process payments
- Improve our services
- Provide customer support
- Comply with legal obligations
- Send marketing communications (with consent)
- Maintain design records for future orders

#### **4. Information Sharing and Disclosure**

##### **4.1 We May Share Information With:**

- Manufacturing partners
- Payment processors
- Delivery services
- IT service providers
- Professional advisers

##### **4.2 We Will Not:**

- Sell your personal information
- Share your design assets without permission
- Disclose information to unauthorized third parties

#### **5. Data Security**

We implement appropriate security measures including:

- Encryption of sensitive data
- Secure servers
- Regular security assessments
- Limited staff access
- Secure design vault protection
- Physical security measures

#### **6. Your Rights**

You have the right to:

- Access your personal information
- Correct inaccurate data
- Request deletion of your information
- Withdraw marketing consent
- Request data portability
- Object to certain processing
- Complain to supervisory authorities

## **7. Cookie Policy**

We use cookies to:

- Improve website functionality
- Analyze site traffic
- Remember preferences
- Enable secure sign-in
- Enhance user experience

You can control cookie settings through your browser preferences.

## **8. Children's Privacy**

We do not knowingly collect information from children under 16. If you believe we have inadvertently collected such information, please contact us for removal.

## **9. International Data Transfers**

When we transfer data internationally, we ensure appropriate safeguards are in place in compliance with UK and EU data protection laws.

## **10. Data Retention**

We retain your information for:

- Active accounts: Duration of business relationship
- Inactive accounts: 7 years from last interaction
- Design assets: Indefinitely (as per our never-discontinue policy)
- Financial records: As required by law

## **11. Marketing Communications**

We will only send marketing communications with your explicit consent. You can opt out at any time by:

- Clicking unsubscribe in emails

- Contacting our customer service
- Updating your account preferences

## **12. Changes to This Policy**

We may update this policy periodically. Significant changes will be notified via:

- Email notification
- Website announcement
- In-account alerts

## **13. Contact Information**

For privacy-related queries:

- Email: info@pro-lx.co.uk
- Phone: [Insert Phone Number]
- Address: [Insert Physical Address]
- Data Protection Officer: [Insert Name/Contact]

## **14. Legal Basis for Processing**

We process your data based on:

- Contract performance
- Legal obligations
- Legitimate interests
- Your consent

## **15. Additional Rights for UK/EU Residents**

UK and EU residents have additional rights under GDPR and UK Data Protection laws. Contact our Data Protection Officer for details.

## **16. Custom Design Rights**

While we retain your design files indefinitely, you retain ownership of your custom designs. We will not reproduce them without permission except to fulfill your orders.

## **17. Governing Law**

This Privacy Policy is governed by UK law and subject to the jurisdiction of UK courts.

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By using our services, you acknowledge you have read and understood this Privacy Policy.