

## P&S BIRD LTD POLICY

### PRIVACY POLICY

P&S Bird Ltd is committed to protecting your personal data and respecting your privacy. This Privacy Policy explains how we collect, use, store, and protect your information when you visit our website <https://www.psbird.co.uk>. It also informs you of your rights under the General Data Protection Regulation (GDPR).

By using our Website, you agree to the collection and use of information as described in this Privacy Policy.

#### What Data We Collect

##### a. Personal Data Provided by You

When you fill out our enquiry form, we may collect the following personal data:

- Name
- Email Address
- Message Content (including any personal information you choose to include)

##### b. Cookies and Usage Data

We use cookies and similar tracking technologies to track activity on our Website and hold certain information. Cookies are small data files placed on your device.

#### Types of Cookies We Use:

- **Necessary Cookies:** Enable core functionality and security features.
- **Performance Cookies:** Collect information about how visitors use our Website to improve performance.
- **Functionality Cookies:** Remember your preferences and choices.
- **Analytics Cookies:** Help us understand how users interact with our Website.

For more information on how to manage and delete cookies, please visit your browser settings.

#### How We Use Your Data

##### We use your personal data to:

- Respond to your enquiries submitted via the contact form.
- Improve our Website, services, and user experience.
- Monitor usage and analyze traffic to enhance performance.

#### How We Store and Protect Your Data

Your personal data is stored securely on servers provided by Wix, our hosting provider. Wix implements industry-standard security measures to protect your data against unauthorized access, alteration, or loss.

We retain your data only as long as necessary to fulfill the purposes outlined in this Privacy Policy or as required by law.



Your flexible, reliable logistics partner

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### Sharing Your Data

We do not sell, trade, or transfer your personal data to third parties without your consent, except when required by law or necessary for hosting and maintaining the Website (e.g., through Wix).

### Your Rights Under GDPR

You have the following rights regarding your personal data:

- **Right to Access:** Request a copy of the personal data we hold about you.
- **Right to Rectification:** Request correction of inaccurate or incomplete data.
- **Right to Erasure:** Request deletion of your data ("right to be forgotten").
- **Right to Restriction of Processing:** Request that we limit how we process your data.
- **Right to Data Portability:** Receive your data in a structured, commonly used format.
- **Right to Object:** Object to processing based on legitimate interests or direct marketing.
- **Right to Withdraw Consent:** Withdraw consent at any time, without affecting the lawfulness of processing based on consent before its withdrawal.
- **Right to Lodge a Complaint:** File a complaint with a supervisory authority if you believe your rights have been violated.

To exercise any of these rights, please contact us at [contactus@psbird.co.uk](mailto:contactus@psbird.co.uk)

### Third-Party Links

Our Website may contain links to third-party sites. We are not responsible for the privacy practices or content of these sites. We encourage you to read their privacy policies.

### Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. Any changes will be posted on this page, and the date of the latest update will be indicated at the top.

### Contact Us

If you have any questions or concerns about this Privacy Policy, please contact us at:

**Email:** [contactus@psbird.co.uk](mailto:contactus@psbird.co.uk)

**Address:** Shot Farm, Wickford, Essex, SS11 8RZ

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



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