



Privacy Policy

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1. Introduction

This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information when you visit our website and make purchases. We are committed to protecting your privacy in compliance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and other applicable laws.

2. Who We Are

Elite TCG is a UK-based hobby retailer. We are the data controller responsible for the personal information we collect and process. If you have any questions about our privacy practices, please contact us using the details provided in Section 9.

3. Information We Collect

We may collect and process the following categories of personal data:

Personal Identification Information: Your name, email address, postal address, telephone number, and other similar contact information.

Payment Information: Credit/debit card details or other payment details provided when making a purchase. (Note: Payment processing is handled securely via third-party payment processors.)

Order Details: Information related to your purchases, including shipping address and order history.

Account Information: If you create an account with us, details such as your username and password.

Technical Data: IP address, browser type, device information, and other technical data collected automatically through cookies and similar tracking technologies.

Marketing and Communications Data: Preferences regarding receiving marketing communications from us, if you opt-in.

4. How We Use Your Information

We use your personal data for the following purposes:

To Process and Fulfil Orders: Including order confirmation, shipping, and delivery.

To Provide Customer Service: Responding to inquiries, resolving issues, and offering support.

To Improve Our Website and Services: Analysing website usage to enhance user experience and website functionality.

To Communicate with You: Sending transactional communications, updates, and marketing materials (if you have opted in).

To Comply with Legal Obligations: Maintaining records and fulfilling regulatory requirements.

5. Legal Basis For Processing

We rely on the following legal bases for processing your personal data:

Contractual Necessity: Processing is necessary to fulfil your order and manage our contractual relationship.

Legal Obligations: Compliance with legal and regulatory obligations.

Legitimate Interests: For purposes such as improving our services, website analytics, and direct marketing, where such interests are not overridden by your rights and interests.

Consent: Where required (e.g., for marketing communications), you have the right to withdraw consent at any time.

6. Cookies and Tracking Technologies

Our website uses cookies and similar technologies to enhance your browsing experience, analyse site traffic, and support marketing efforts. You can manage your cookie preferences through your browser settings.

7. Data Sharing and Disclosure

We do not sell your personal data. However, we may share your information with:

Third-Party Service Providers: Trusted partners who assist in website operations, payment processing, delivery, and marketing. These third parties are required to protect your data and use it only for the purposes for which it was disclosed.

Legal Authorities: When required by law or in response to a valid legal request.

Business Transfers: In connection with a merger, acquisition, or sale of assets, provided that the recipient agrees to protect your personal data in accordance with this Privacy Policy.

8. Data Security

We implement appropriate technical and organisational measures to protect your personal data against unauthorised or unlawful processing, accidental loss, destruction, or damage. Despite our efforts, no website security system is infallible, so we cannot guarantee absolute security.

9. Data Retention

We retain your personal data only for as long as necessary to fulfil the purposes for which it was collected, to comply with our legal obligations, and to resolve disputes. When your data is no longer needed, we will securely dispose of it.

10. Your Rights

Under applicable data protection laws, you have the right to:

Access: Request access to your personal data.

Rectification: Request correction of inaccurate or incomplete data.

Erasure: Request deletion of your personal data in certain circumstances.

Restriction: Request restriction of processing where applicable.

Data Portability: Request the transfer of your data to another organisation.

Object: Object to processing based on legitimate interests or direct marketing.

To exercise your rights, please contact us using the details provided below. We may ask you to verify your identity before processing your request.

11. Contact Us

If you have any questions about this Privacy Policy, your personal data, or wish to exercise your rights, please contact us at:

Elite TCG

Email: customer.service@elite-tcg.co.uk

12. Updates to This Privacy Policy

We may update this Privacy Policy periodically. When we do, we will revise the "Last Updated" date at the top of the policy. We encourage you to review this policy regularly to stay informed about how we are protecting your information.

By using our website, you consent to the practices described in this Privacy Policy. If you do not agree with our practices, please do not use our website.

Approved By: Joel Farrant, Managing Director

Date: 24/02/2025

Signature:

