

Privacy Policy

Knights Saddles

This Privacy Policy outlines how Avalonian UK Ltd, trading as Knights Saddles (“we”, “us”, “our”), collects, utilises, stores, and safeguards personal data.

We are dedicated to protecting your privacy and managing personal data transparently and securely in compliance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

1. Data Controller

The data controller is:

Avalonian UK Ltd

Trading as: Knights Saddles

Registered in England and Wales

Registered Office: 167-169 Great Portland Street, 5th Floor, London, W1W5PF

Email: knightssaddles@gmail.com

2. Personal Data We Collect

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

a) Customer and Enquiry Information

- Name
- Email address
- Telephone number
- Postal address
- Details submitted via contact forms or inquiries

b) Order and Transaction Data

- Order details
- Invoices and payment records
- Delivery information

Payments are invoiced separately. We do not process card payments directly through the website.

c) Fitting and Technical Data

- Horse information (including age, breed, measurements, photographs, and videos)
- Rider information relevant to saddle fitting
- Fitting notes, specifications, and configuration records

d) Marketing and Website Data

- Email subscription details (Google-based services)
- Website usage data, including IP address, browser type, and pages visited
- Analytics data collected via Google tools

3. How We Collect Data

We gather data when you:

- Contact us via the website or email
- Place an order or request a fitting
- Subscribe to marketing communications
- Interact with our website
- Engage with an Approved Fitter

Approved Fitters may also share customer information with us as necessary for fitting, manufacturing, servicing, or aftercare.

4. How We Use Your Data (Lawful Bases)

We process personal data only when lawful under UK GDPR, including:

- Contractual necessity – to fulfill orders, fittings, and services
- Legitimate interests – to operate our business, provide aftercare, manage fitters, and enhance products
- Legal obligation – for accounting, tax, and regulatory compliance
- Consent – for marketing communications and optional use of images

5. Sharing Your Data

We may share personal data when necessary with:

- Approved Fitters for fitting, servicing, and aftercare
- International Saddle Company (ISC) or other authorized distribution centers for international fulfillment or support
- Professional advisers (accountants, insurers, legal advisers)
- IT and website service providers

We do not sell personal data.

When data is shared internationally (including with ISC in the United States), appropriate safeguards are implemented in accordance with UK GDPR.

6. Images, Video, and Technical Records

We may collect photographs, videos, and technical fitting data for:

- Internal records

- Quality control
- Training and research
- Marketing purposes

Marketing use will only occur where consent has been granted or where legally permissible. You may opt out of marketing use at any time.

Operational and legal records may still be retained as required.

7. Data Retention

We retain personal data only for as long as necessary, including:

- Order and fitting records: up to 7 years
- Accounting and tax records: as required by law
- Marketing data: until you unsubscribe or withdraw consent

8. Your Rights

You have the right to:

- Access your personal data
- Request correction of inaccurate data
- Request erasure (where applicable)
- Restrict or object to processing
- Request data portability
- Withdraw consent at any time

Requests should be made in writing using the contact details provided above.

9. Cookies and Analytics

Our website utilizes cookies and Google analytics tools to:

- Monitor website performance
- Understand user behavior
- Enhance user experience

You may control cookie preferences through your browser settings.

10. Data Security

We implement reasonable technical and organizational measures to protect personal data against unauthorized access, loss, misuse, or alteration.

11. Third-Party Links

Our website may include links to third-party sites. We are not responsible for their privacy practices or content.

12. Changes to This Policy

We may update this Privacy Policy periodically. The most current version will always be accessible on our website.

13. Contact

If you have questions regarding this Privacy Policy or how your data is managed, please reach out to:

Avalonian UK Ltd (Knights Saddles)

Email: knightssaddles@gmail.com