

## **PRIVACY POLICY**

### **1. Introduction**

NEXTGENPC LTD ('we', 'our', 'us') is committed to protecting and respecting your privacy. This policy explains what personal data we collect, how we use it, and your rights under the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

### **2. Information We Collect**

When you shop with us, we may collect and process the following personal data:

- Identity Data: name, surname, date of birth.
- Contact Data: billing and delivery address, email, phone number.
- Transaction Data: details of products purchased, payment details (processed securely by third-party providers).
- Technical Data: IP address, browser type, device information, cookies.
- Marketing & Communication Data: preferences for receiving promotional emails or offers.

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

We use your data for the following lawful purposes:

- To process and deliver your orders.
- To manage payments, refunds, and returns.
- To communicate with you about your order, delivery, or account.
- To improve our website, products, and services.
- To comply with tax, accounting, and legal obligations.
- With your consent, to send you marketing updates and promotions.

### **4. Legal Bases for Processing**

We process your data under these legal bases:

- Contract: to fulfil your order.
- Legal Obligation: to comply with HMRC, tax, or accounting requirements.
- Legitimate Interests: to improve our website, prevent fraud, and secure our business.
- Consent: for sending promotional and marketing communications.

### **5. Data Storage & Retention**

- We store data securely using encryption, password protection, and restricted access.
- Order and transaction data is retained for at least 6 years in line with HMRC

requirements.

- Marketing data is retained until you opt out or withdraw consent.
- Data is deleted or anonymised when it is no longer required.

## **6. Data Sharing**

We may share your personal data with:

- Payment processors (e.g., PayPal, Stripe).
- Delivery companies and couriers (e.g., UPS).
- Professional advisers such as accountants or auditors.
- Regulators or law enforcement if required by law.

We do not sell or rent your personal data to third parties.

## **7. International Transfers**

If your data is transferred outside the UK, we ensure appropriate safeguards (such as adequacy decisions or Standard Contractual Clauses) are in place.

## **8. Your Rights**

Under UK GDPR, you have the right to:

- Access the personal data we hold about you.
- Request correction of inaccurate data.
- Request erasure of your data ('right to be forgotten').
- Object to or restrict processing of your data.
- Request data portability to another provider.
- Withdraw consent at any time (for consent-based processing).

To exercise these rights, please contact us at: [Insert Contact Email].

## **9. Cookies**

Our website uses cookies to enhance your shopping experience, analyse website performance, and provide personalised recommendations. You can manage or disable cookies in your browser settings.

## **10. Contact Us**

If you have any questions about this Privacy Policy or how we handle your data, please contact us at [inquiries@nextgenpc.xyz](mailto:inquiries@nextgenpc.xyz).

If you are not satisfied with our response, you have the right to lodge a complaint with the Information Commissioner's Office (ICO) at <https://ico.org.uk>.