



## Privacy Policy

Effective Date: 24 October 2025

Website: <https://alfredbekker.com>

Contact Email: [info@alfredbekker.com](mailto:info@alfredbekker.com)

### 1. Introduction

Welcome to Alfred Bekker.

We respect your privacy and are committed to protecting your personal data.

This Privacy Policy explains how we collect, use, disclose, and protect your information when you use our website <https://alfredbekker.com> (the “Site”) and related services.

We comply with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

### 2. Information We Collect

We collect personal information that you provide to us directly or automatically through your use of our Site.

#### Information you provide directly:

- Name
- Address
- Phone number
- Email address
- Disability details (for accessibility or product suitability purposes)
- Appointee details (if applicable)
- Vehicle details (for customisation or service matching)

#### Information collected automatically:

- Cookies and usage data (see Section 7)
- Device information, browser type, and IP address
- Analytics data from Google Analytics

### 3. How We Use Your Information

We use your data to:

- Process and fulfil orders
- Provide customer support and respond to enquiries
- Ensure product suitability and compliance with accessibility requirements
- Improve our website, services, and user experience
- Send important service or transactional communications
- Comply with legal and regulatory obligations

We will not sell or rent your personal information to third parties.

### 4. Legal Basis for Processing

Under UK GDPR, we process your personal data based on the following lawful bases:

- Contractual necessity – to process and deliver your orders.
- Legal obligation – to comply with UK legal requirements.
- Legitimate interests – to improve our website and services.
- Consent – for optional cookies and marketing communications.

### 5. Sharing Your Information

We may share your information with:

- Service providers such as:
  - Stripe, for secure payment processing
  - Google Analytics, for website performance and usage insights
- Delivery and logistics partners
- Legal or regulatory authorities, if required by law

All third parties are required to protect your personal data and process it in accordance with UK data protection law.

## **6. Data Retention**

We retain your personal information only for as long as necessary to fulfil the purposes for which it was collected, including satisfying legal, accounting, or reporting requirements.

When no longer needed, we securely delete or anonymise your data.

## **7. Cookies and Analytics**

We use cookies to improve your browsing experience and analyse website performance.

- Essential cookies – required for basic site functionality.
- Analytics cookies – provided by Google Analytics to help us understand visitor behaviour.

You can manage or disable cookies through your browser settings.

## **8. Your Data Protection Rights**

Under the UK GDPR, you have the following rights:

- Access – Request a copy of your personal data.
- Rectification – Request correction of inaccurate data.
- Erasure – Request deletion of your personal data (“right to be forgotten”).
- Restriction – Request restriction of processing.
- Data portability – Request transfer of your data to another controller.
- Objection – Object to certain types of processing.
- Withdraw consent – If we rely on consent, you may withdraw it at any time.

To exercise your rights, contact us at [info@alfredbekker.com](mailto:info@alfredbekker.com)

## **9. Data Security**

We have implemented appropriate technical and organisational measures to protect your personal data from unauthorised access, alteration, disclosure, or destruction.

Payment details are processed securely by Stripe and are not stored on our servers.



## **10. International Transfers**

Your data is primarily stored and processed within the UK.

If we transfer data outside the UK (e.g., via third-party service providers), we ensure adequate safeguards such as Standard Contractual Clauses (SCCs) are in place.

## **11. Changes to This Policy**

We may update this Privacy Policy from time to time.

The latest version will always be available on our website with the effective date shown at the top.

## **12. Contact Us**

If you have any questions or concerns about this Privacy Policy or our data practices, please contact:

Alfred Bekker

Email: [info@alfredbekker.com](mailto:info@alfredbekker.com)

Website: <https://alfredbekker.com>