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## **1. Introduction**

Welcome to Vallorii Limited (referred to in this policy as “**Vallorii**,” “**we**,” “**us**,” or “**our**”). This Privacy Policy explains how we collect, use, share, and protect personal information when you visit our website (the “**Site**”) or otherwise interact with us. It also describes your rights regarding your personal information and how to contact us if you have any questions or concerns.

We are committed to protecting your privacy and handling your personal information lawfully, fairly, and transparently in accordance with the UK General Data Protection Regulation (UK GDPR) and other relevant data protection laws.

## **2. Who We Are**

- **Business Name:** Vallorii Limited
- **Email:** [vallorii@vallorii.com](mailto:vallorii@vallorii.com)
- **Registered Address:** Vallorii Limited c/o Mishcon de Reya LLP, Africa House, 70 Kingsway, London, WC2B 6AH, England

## **3. What Information We Collect**

We may collect and process the following categories of personal information (depending on your interactions with us):

1. **Contact Details:** Name, Email address, Postal address, Phone number (if relevant)
2. **Purchase / Account Information:** Purchase or account history, Payment details (e.g., card or bank information), Registration/account details (username, password)
3. **Marketing Preferences:** Consent to receive marketing or newsletters, Communication preferences
4. **Website Usage Data:** IP address, Browser type and version, Pages visited and time spent, Other analytics data (via cookies or similar technologies)
5. **Records of Interactions:** Records of email exchanges, meetings, or discussions, Records of consent (where given)
6. **Research or Archiving Information:** Information that helps us conduct surveys or research, Information used for archiving or statistical purposes

**Note:** Personal information may be provided directly by you (e.g., via contact forms, email, or account registration) or collected automatically (e.g., through cookies and similar tracking technologies). We only collect and process the personal information that is adequate, relevant, and limited to what is necessary for the purposes described below.

#### **4. How We Collect Information**

We collect personal information when you:

- Fill out a form on our Site (such as a contact or registration form).
- Interact with us through email, phone, or other communication channels.
- Purchase products or services (where applicable).
- Sign up for our newsletters or other marketing communications.
- Browse or use our Site (data collected automatically via cookies and tracking tools).

#### **5. Why We Collect Personal Information**

We collect and use personal information for the following purposes:

1. **To Provide Our Services:** Process and deliver orders, Manage customer accounts., Fulfill contractual obligations.
2. **To Communicate with You:** Respond to inquiries, Provide updates on product or service changes, Offer customer support.
3. **For Marketing and Promotions:** Send you marketing communications (only with your explicit consent or as otherwise permitted by law), Personalize and improve our offerings.
4. **For Analytics and Service Improvements:** Understand how users interact with our Site, Improve our website layout, products, and services.
5. **For Research or Archiving:** Carry out relevant research or statistical analysis, Maintain necessary business records.
6. **Legal and Compliance:** Comply with any applicable laws or regulations, Assist with investigations or legal proceedings, if required.

#### **6. How We Communicate with You**

We may contact you for the following reasons:

- To notify you regarding your account.
- To troubleshoot problems.
- To resolve disputes or collect fees.
- To poll your opinions through surveys.
- To send updates about our services or company.
- For marketing campaigns (if you have opted in).

We may contact you via email, telephone, text messages, or postal mail. You can **opt out** of marketing communications at any time by using the “unsubscribe” link in our emails or by contacting us directly at [vallorii@vallorii.com](mailto:vallorii@vallorii.com)

## **7. Lawful Bases for Processing**

Under the UK GDPR, we rely on one or more of the following lawful bases when collecting and using personal information:

### **1. Consent**

- You have given clear consent for us to process your personal information for a specific purpose.s
- You have the right to withdraw consent at any time.

### **2. Contract**

- Processing is necessary for the performance of a contract we have with you, or because you have asked us to take specific steps before entering into a contract.

### **3. Legal Obligation**

- Processing is necessary for compliance with a legal or regulatory obligation (e.g., tax, anti-money laundering laws).

### **4. Legitimate Interests**

- Processing is necessary for our legitimate interests or those of a third party, except where your interests or fundamental rights override those interests.

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

Which lawful basis we rely on may affect your data protection rights which are in brief set out below. You can find out more about your data protection rights and the exemptions which may apply on the ICO's website:

- **Your right of access** - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [You can read more about this right here.](#)
- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [You can read more about this right here.](#)
- **Your right to erasure** - You have the right to ask us to delete your personal information. [You can read more about this right here.](#)
- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. [You can read more about this right here.](#)
- **Your right to object to processing** - You have the right to object to the processing of your personal data. [You can read more about this right here.](#)

- **Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. [You can read more about this right here.](#)
- **Your right to withdraw consent** – When we use consent as our lawful basis you have the right to withdraw your consent at any time. [You can read more about this right here.](#)

To exercise any of these rights, please contact us at [vallorii@vallorii.com](mailto:vallorii@vallorii.com). We will respond to you without undue delay and within one month of receiving your request.

## **9. How We Store and Share Your Information**

### **1. Data Hosting on Wix**

Our website is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to showcase our services. Your data may be stored through Wix.com's data storage, databases, and the general Wix.com applications. They store your data on secure servers behind a firewall.

### **2. Payment Processing**

If we process any direct payments through the Site, such payments may be handled by Wix Payments or another PCI-DSS-compliant payment gateway. Credit card data is encrypted and used only as necessary to complete the transaction.

### **3. Third-Party Service Providers**

We may share your personal information with trusted third parties who perform services on our behalf (e.g., analytics providers, email marketing services, payment processors). These providers are obligated to protect your data and only use it as instructed by us.

### **4. Legal Disclosure**

We may disclose your personal information if required to do so by law or in response to valid requests by public authorities (e.g., a court or a government agency).

## **10. Cookies and Tracking Technologies**

We use cookies and similar tracking tools on our Site to:

- Ensure the proper functioning of our Site.
- Analyze how you use our Site (via third-party analytics services like Google Analytics or other Wix-integrated apps).
- Provide a better user experience.

You can set your browser to refuse cookies, or to alert you when cookies are being sent. However, some Site features may not function properly without cookies. For more details on which cookies are placed on your device, refer to the relevant section on [Wix's Cookies & Your Site](#).

### **11. Data Retention**

We retain your personal information only as long as necessary to fulfill the purposes for which we collected it or to comply with legal obligations. Below is a summary of our key retention periods:

<b>Data Category</b>	<b>Purpose</b>	<b>Retention Period</b>
Customer Contact Details	Communication, marketing	Active use + 2 years post-termination
Customer Payment Records	Billing and tax compliance	6 years
Invoices	Financial record-keeping	6 years
Marketing Data (Email Lists)	Marketing communications	Until consent withdrawn
Website Analytics Data	Business insights, service improvement	26 months
Contracts with Customers	Legal and business record-keeping	6 years post-termination

<b>Data Category</b>	<b>Purpose</b>	<b>Retention Period</b>
Supplier and Vendor Details	Operational and legal compliance	6 years post-termination
Anti-Money Laundering (AML) Data	Compliance with AML regulations	5 years post-relationship
Health and Safety Records	Regulatory compliance	3 years post-creation

**Note Exceptions:** Data required for ongoing legal proceedings or investigations may be retained beyond these standard periods until the issue is resolved.

This retention schedule will be reviewed regularly to ensure compliance.

## **12. How to Complain**

If you have any concerns about our use of your personal information, you can make a complaint to us at [vallorii@vallorii.com](mailto:vallorii@vallorii.com).

If you remain dissatisfied after contacting us, you have the right to complain to the UK supervisory authority:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF  
Helpline number: 0303 123 1113  
Website: <https://www.ico.org.uk/make-a-complaint>

## **13. Privacy Policy Updates**

We reserve the right to modify this Privacy Policy at any time. Changes will take effect immediately upon their posting on this page. If we make significant changes, we will notify you by email or through a notice on our Site.

#### **14. Contact Us**

If you have any questions, comments, or would like to access, correct, amend, or delete any personal information we have about you, please contact us at:

- Email: [vallorii@vallorii.com](mailto:vallorii@vallorii.com)
- Address: Vallorii Limited c/o Mishcon de Reya LLP, Africa House, 70 Kingsway, London, WC2B 6AH, England