

## Privacy Policy

**Last Updated: 1st January 2026**

This Privacy Policy explains how MBSF Limited (“we”, “us”, or “our”) collects, uses, and protects your personal information when you visit our website and shop, hosted on the ShopWired platform. By using our website, you agree to this Privacy Policy.

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### 1. Who We Are

- **Business Name:** MBSF Limited
- **Registered Address:** 289 National Avenue, Kingston Upon Hull, HU5 4JB
- **Company Number:** 12911248 (Registrar of Companies for England and Wales)
- **Email:** sales@stonewalldecor.com
- **Phone:** +44 1482 423 384

We are the **data controller** responsible for your personal information in accordance with UK data protection law (UK GDPR & Data Protection Act 2018).

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### 2. Information We Collect

#### a) Personal Data

- Name, email, phone number
- Billing and delivery addresses
- Order details, product preferences
- Payment method (handled securely by our payment processor; we do **not** store card details)

#### b) Automatically Collected Data

- IP address, browser type/version, device information
  - Cookies and usage data (see Section 7)
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### 3. How We Use Your Information

We use your data to:

- Process and deliver orders
- Communicate regarding purchases and accounts
- Provide customer service and support
- Send order confirmations, shipping updates, or returns info
- Personalise your shopping experience
- Detect and prevent fraud
- Send marketing emails and offers **if you’ve opted in**

#### Legal bases for processing:

- Contract: to fulfil orders

- Legitimate interest: website improvement, fraud prevention
  - Consent: marketing emails, non-essential cookies
  - Legal obligation: accounting, tax, and statutory requirements
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#### 4. Sharing Your Information

We do not sell or rent your personal data. We may share information with:

- ShopWired – website & eCommerce platform provider
- Payment providers – to process transactions securely
- Courier services – to deliver orders
- Marketing platforms – only if you've opted in
- IT / technical support providers

All third parties are required to comply with UK GDPR. Some providers may process data outside the UK; in such cases, **adequate safeguards** are in place.

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#### 5. How Long We Keep Your Data

- Data is retained **only as long as necessary** for:
    - Processing orders and providing services
    - Legal, tax, or regulatory obligations
    - Defending or exercising legal rights
  - Example: invoices and order records may be kept up to **6 years** for accounting purposes.
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#### 6. Cookies and Tracking

Our website uses cookies to:

- Enable essential site functions (shopping cart, security)
- Improve performance and analytics (Google Analytics, etc.)
- Offer personalised experiences

**Consent:** You can manage cookies via your browser or our cookie banner. **Non-essential cookies are only used after you provide consent.**

See our **Cookie Policy** for full details.

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#### 7. Your Data Rights

Under UK GDPR, you have rights including:

- **Access** – know what data we hold
- **Rectification** – correct inaccuracies
- **Erasure** – delete your data (where applicable)

- **Restriction** – limit data processing
- **Objection** – to direct marketing or profiling
- **Data portability** – receive a copy in a common format

To exercise your rights: [sales@stonewalldecor.com](mailto:sales@stonewalldecor.com)

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## 8. Marketing Preferences

- You can opt-in/out of marketing emails at any time via:
  - Unsubscribe link in emails
  - Contacting us directly

We **never** send marketing emails without consent.

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## 9. Security

We protect your data using:

- SSL-secured connections
- Encryption during transactions
- Restricted access to authorised personnel

Note: No system is 100% secure.

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## 10. Children

Our website is **not intended for children under 13**. We do not knowingly collect data from children.

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## 11. Third-Party Links

We are not responsible for external sites linked on our website, including their privacy practices.

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## 12. Automated Decision-Making

We do **not** use automated decision-making or profiling that affects you legally or significantly.

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## 13. Changes to This Policy

We may update this Privacy Policy occasionally. Updates will be posted with a **revised date**.

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## 14. Complaints

If you have concerns about how we process your data, you can contact:

- **MBSF Ltd Data Protection Officer**
- **Email:** [sales@stonewalldecor.com](mailto:sales@stonewalldecor.com)

- **Phone:** +44 1482 423 384

You can also contact the **Information Commissioner's Office (ICO):**

- Website: <https://ico.org.uk/>
- Helpline: 0303 123 1113