

Privacy Notice – Updated August 2024

GOLD MINT PRIVACY NOTICE AND COOKIE POLICY

This **Privacy Notice** details how Gold Mint collects, uses, and processes your personal information when you engage with us as a customer. Gold Mint acts as the data controller for the personal information we handle in connection with our business operations. References to “we,” “us,” “our,” or “Gold Mint” refer to Gold Mint, which is registered with the Information Commissioner’s Office (registration number [insert registration number]).

We value your privacy and are dedicated to adhering to the General Data Protection Regulation (GDPR) and the Data Protection Act 2018. Safeguarding your personal information is a top priority for us, and we recognize its importance to you. This Privacy Notice explains how we protect and utilize your information when you visit our website, contact us, or visit our premises.

We may periodically update this policy. Any changes will be reflected in the updated version, which will be dated at the top of this page. We encourage you to review this notice regularly to stay informed about any updates.

For questions regarding the processing of your personal data, please contact us at britanniamint@gmail.com, quoting 'Security and Privacy Enquiry.' You can also reach us by phone or mail at:

Gold Mint

94 Waterloo Street
Oldham
Greater Manchester
OL4 1EQ
United Kingdom

Phone: +44 161 222 5870

WHAT INFORMATION WE COLLECT AND HOW WE OBTAIN IT

When interacting with us as a customer, we may collect various types of information throughout our relationship. This includes information collected through our website, phone calls, or in-person visits, including recorded telephone conversations and CCTV footage from our premises.

We limit the collection and processing of your data to what is necessary for legitimate purposes outlined in this notice.

Information we may collect includes:

- **Personal Details:** Your name, date of birth, postal address, email address, and telephone number.
- **Technical Data:** Your IP address.
- **Transaction Details:** Information about purchase or sale orders, including delivery details.
- **Contact Information:** Details provided during enquiries.
- **Site Usage:** Data collected through cookies and page tagging to enhance our website.
- **ID Verification:** Details obtained through our Know Your Customer (KYC) process.

- **Fraud Prevention:** Personal data used for anti-fraud or anti-money laundering checks, which may be shared with partners for verification purposes, but will not affect your credit rating.

WHAT WE DO WITH THE INFORMATION WE GATHER

We use and share your information only as necessary for legitimate business activities. This includes:

- **Order Processing:** To manage and fulfill your purchase or sale orders. Without processing your data, we may be unable to provide our goods or services.
- **Identity Verification:** To comply with KYC obligations and verify the source of funds.
- **Customer Service:** To address order queries, delivery issues, account changes, and other customer support needs.
- **Communication:** To inform you about your account, products, request feedback, or send promotional materials about other products or offers.
- **Record-Keeping:** For internal purposes, regulatory compliance, and accounting.
- **Service Improvement:** To enhance our products and services.
- **Marketing:** For targeted and re-marketing efforts, including personalized emails for cart abandonment and purchase confirmations.

We may also share your information with third parties in specific scenarios:

- **Service Providers:** Authorized subcontractors or service providers performing services on our behalf. We ensure they use the data only for the intended purpose.
- **Legal Requirements:** Disclosure may be necessary to comply with legal obligations or prevent criminal activity, including sharing information with regulatory bodies or law enforcement agencies.

HOW LONG WE KEEP YOUR INFORMATION

We maintain records containing your personal data across various media (physical and electronic) for effective customer service and compliance with legal requirements.

Typically, we retain customer records for up to six years after your relationship with us ends. However, retention periods may vary based on the nature of the information, transaction specifics, and legal or regulatory requirements. We may extend retention in specific cases, such as court orders or regulatory investigations.

YOUR DATA PROTECTION RIGHTS

You have specific rights regarding your personal data, including:

- **Access:** Request a copy of your personal data (Data Subject Access Request or 'DSAR').
- **Rectification:** Request correction of inaccurate or incomplete information.
- **Erasure:** Request deletion of your personal data under certain conditions.
- **Restriction:** Request limitation on the processing of your data if it is inaccurate or no longer necessary.
- **Marketing:** Object to processing for direct marketing purposes.

- **Complaints:** You may file a complaint regarding our data handling with us or the Information Commissioner's Office (ICO). The ICO contact details are:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

SECURITY

We are committed to securing your information. To prevent unauthorized access or disclosure, we have implemented appropriate physical, electronic, and managerial procedures to protect the data we collect.

KEEPING IN TOUCH WITH YOU

We may update you on market news, price alerts, stock notifications, and website improvements. If you prefer not to receive such updates, you can opt out by emailing britanniamint@gmail.com or by clicking the 'Unsubscribe' link in our emails. Alternatively, call our Contact Centre at +44 161 222 5870.

We do not sell or share your information with third parties for marketing purposes.

OPT-OUT CHOICES

To prevent your data from being used by Google Analytics, install the Google Analytics opt-out browser add-on. Visit the Google Analytics opt-out page for installation instructions.

You can also opt out of Google Analytics for Display Advertising and customize ads via Google Display Network using the Ads Settings.

WHAT WE USE COOKIES FOR

Cookies enable us to:

- Facilitate transactions and enhance the web experience.
- Personalize your customer experience on our website.
- Securely log you into our website for features like order information and payments.
- Recognize your device and manage your shopping bag contents.
- Analyze website usage to improve design and service quality.
- Distribute traffic across platforms for optimal content delivery speed.
- Re-market related products through third-party advertising networks.