**Privacy Policy – Dry Forest Ltd**

Dry Forest Brand is committed to protecting your privacy and handling your personal data with transparency and care. This Privacy Policy explains how we collect, use, and protect your personal information when you interact with us online or offline, in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

**1. Who We Are**

**Dry Forest brand**

Registered in Spain & England

Company number: **+44 78658 13871**

Email: info@dryforestbrand.com

We are the data controller responsible for the personal information you provide to us.

**2. What Information We Collect**

We may collect and process the following types of personal data:

 • **Identification and contact details**: name, email address, phone number, billing/delivery address.

 • **Account details**: username, password (encrypted), order history.

 • **Payment information**: card details (processed securely by third-party providers; we do not store full card numbers).

 • **Marketing preferences**: consent to receive newsletters or promotional offers.

 • **Browsing and usage data**: IP address, device type, pages visited, cookies (see our Cookie Policy).

**3. How We Use Your Information**

We process your personal data for the following purposes:

 • To process and deliver your orders.

 • To provide customer service and respond to enquiries.

 • To send marketing communications (only with your consent).

 • To personalise your experience on our website.

 • To improve our website, services, and product offerings.

 • To comply with legal obligations.

**4. Legal Basis for Processing**

We only process your data when there is a lawful basis to do so, including:

 • **Contractual necessity** – to process orders and deliver goods.

 • **Consent** – for marketing communications.

 • **Legal obligation** – to meet tax, financial, or regulatory obligations.

 • **Legitimate interests** – to improve services and maintain customer relationships.

**5. Sharing Your Information**

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

 • **Trusted third parties** that help us operate our business (e.g. delivery couriers, payment providers, email platforms).

 • **Legal authorities** if required by law.

All third-party partners are contractually obliged to process your data securely and in compliance with applicable data protection laws.

**6. International Transfers**

If your data is transferred outside the UK, we ensure appropriate safeguards are in place, such as Standard Contractual Clauses approved by the UK government or transfers to countries deemed adequate under UK law.

**7. Data Retention**

We keep your personal data only as long as necessary to fulfil the purposes it was collected for, including satisfying legal or accounting requirements. In general:

 • Customer data is retained for up to 6 years.

 • Marketing data is retained until you withdraw consent.

**8. Your Rights**

Under UK GDPR, you have the right to:

 • Access your personal data.

 • Request correction or deletion of your data.

 • Object to or restrict processing.

 • Withdraw consent at any time (where applicable).

 • Lodge a complaint with the **Information Commissioner’s Office (ICO)** at[www.ico.org.uk](http://www.ico.org.uk).

To exercise your rights, contact us at **info@dryforestbrand.com**

**9. Security**

We implement appropriate technical and organisational measures to protect your data, including encryption, secure hosting, and access controls.

**10. Changes to This Policy**

We may update this Privacy Policy occasionally to reflect changes in legal requirements or our business practices. The latest version will always be available on our website.

**11. Contact Us**

If you have any questions or concerns about how we use your personal data, please contact:

📧 **info@dryforestbrand.com**