



Privacy Policy

Welcome to Windward&co. We are committed to protecting your privacy and ensuring you have a positive experience on our website and in your interactions with us. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website www.wndwrystore.co.uk or make a purchase from us.

By using our Site, you agree to the collection and use of information in accordance with this policy.

1. Information We Collect

We collect several types of information from and about users of our Site:

A. Personal Information You Provide Directly:

Identifiers: When you make a purchase or attempt to make a purchase through the Site, we collect your name, billing address, shipping address, email address, and phone number.

Payment Information: We collect payment information (such as credit or debit card numbers) at the point of purchase. This information is processed directly by our secure payment processors (like Shopify Payments, Klarna, Stripe, or PayPal) and we do not store your full card details on our servers.

Account Information: If you create an account, we collect your login and password details.

Communication Information: When you contact us for customer support, sign up for our newsletter, or participate in a survey or contest, we collect the contents of your message and your contact information.

B. Information Collected Automatically:

Device and Usage Information: Like many sites, we automatically collect information about your interaction with the Site. This includes your IP address, browser type, operating system, referring URLs, pages you view, and the dates/times of your visits.

Cookies and Tracking Technologies: We use Cookies, pixels, and similar technologies to enhance your experience, analyse trends, and administer the Site. You can control the use of cookies at the individual browser level.

2. How We Use Your Information

We use the information we collect for various business purposes, including:

To Fulfil Your Orders: To process your payments, arrange for shipping, and provide you with invoices and/or order confirmations.

To Communicate With You: To respond to your inquiries, provide customer support, and send you important administrative messages (like order updates).

For Marketing and Promotions (with your consent): To send you information about new products, special offers, and events that we think you'll love. You can opt-out of these communications at any time by using the "unsubscribe" link in any email or by contacting us.

To Improve Our Site and Products: To analyse how customers use the Site, troubleshoot technical problems, and improve our overall user experience and product offerings.

For Security and Fraud Prevention: To screen our orders for potential risk or fraud, and to protect the security of our Site and business.

3. Sharing Your Information

We do not sell your personal information to third parties. We may share your information in the following limited circumstances:

Service Providers: We share your information with trusted third parties who help us operate our Site and business, such as:

Shipping and Fulfilment Partners (e.g., UPS, FedEx, DHL, Evri)

Payment Processors (e.g., Klarna, Stripe, PayPal, Shopify Payments)

Email Marketing Platforms (e.g., Mailchimp)

Analytics Providers (e.g., Google Analytics)

Legal Obligations: We may disclose your information if required to do so by law or in response to a valid legal request.

Business Transfers: In the event of a merger, sale, or acquisition of all or a portion of our assets, your information may be transferred to the new owner.

4. Your Rights and Choices

Marketing Emails: You can unsubscribe from our marketing emails at any time.

Account Information: You can access and update your account information by logging into your account on our Site.

Cookies: Most web browsers are set to accept cookies by default. You can usually choose to set your browser to remove or reject browser cookies. Please note that doing so may affect the functionality of our Site.

"Do Not Track": Our Site does not currently respond to "Do Not Track" signals.

5. Data Retention

We will retain your Personal Information only for as long as is necessary for the purposes set out in this Privacy Policy, including to fulfil legal obligations, resolve disputes, and enforce our agreements.

6. Security

We take reasonable precautions to protect your personal information. However, no method of transmission over the Internet or electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your information, we cannot guarantee its absolute security.

7. Third-Party Links

Our Site may contain links to other websites that are not operated by us, such as social media platforms (Instagram, TikTok, etc.). If you click on a third-party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.

8. Children's Privacy

Our Site is not intended for individuals under the age of 13. We do not knowingly collect personal information from children under 13. If you are a parent or guardian and believe your child has provided us with personal information, please contact us.

9. Changes to This Privacy Policy

We may update this privacy policy from time to time to reflect changes to our practices or for other operational, legal, or regulatory reasons. We will post the updated policy on this page and update the "Last Updated" date.

10. Contact Us

If you have any questions about this Privacy Policy or your personal information, please contact us at:

Email: wndwrd-cs@protonmail.com

Mail: Windward International LTD, 3rd Floor, 86-90 Paul Street, London, EC2A4NE

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