

****SHARK IN THE SUIT LIMITED - Privacy Policy****

Last Updated: 3rd May 2024

THIS PRIVACY POLICY DESCRIBES HOW YOUR PERSONAL INFORMATION IS COLLECTED, USED, AND SHARED WHEN YOU VISIT OR MAKE A PURCHASE FROM WWW.SHARKINTHESUIT.COM (THE "SITE").

Our IT MANAGER is the designated data controller for SHARK IN THE SUIT LIMITED and committed to upholding our commitments to protect the rights of individuals under legislation outlined within the Data Protection Act 2018 and the General Data Protection Regulation (GDPR).

SHARK IN THE SUIT LIMITED has an appointed data protection officer IT MANAGER to assist us in upholding our commitment to individual rights. Our data protection officer can be contacted both through our website WWW.SHARKINTHESUIT.COM, as well as by post 71-75 Shelton Street, Covent Garden, London, WC2H 9JQ.

SHARK IN THE SUIT LIMITED may be required to share your personal data with carefully selected third-parties for the identified processing purposes. These third parties may include:

- A. IT or system administration services providers
- B. Professionals providing banking, legal, accounting, consultancy and/or insurance services.
- C. Government regulators based in the United Kingdom and other relevant jurisdictions
- D. HM Revenue & Customs
- E. Any existing or future third parties to which SHARK IN THE SUIT LIMITED may sell, transfer or merge aspects of our business or assets

All third parties to which we transfer data are required to respect your personal data, keep it secure and process it only for the specified purposes for which it has been collected. Third parties will only ever receive or process your data with our explicit permission.

****1. Information We Collect:****

1.1. **Personal Information:**

- When you register for an account, we may collect your name, email address, and other contact details.
- If you make a purchase, we may collect billing information such as credit card details.
- When you communicate with us or participate in surveys, contests, or promotions, we may collect the information you provide.

1.2. **Automatically Collected Information:**

- We may collect information about your device, including your IP address, device type, and browser information.
- We use cookies and similar tracking technologies to collect data on your interactions with the Service.

****2. How We Use Your Information:****

2.1. **Provide and Improve the Service:**

- We use your information to deliver and enhance the content, features, and functionality of the Service.
- Personalize your experience and customize content based on your preferences.

2.2. **Communications:**

- Send you important updates, newsletters, and promotional materials.
- Respond to your inquiries and provide customer support.

2.3. **Analytics and Research:**

- Analyze user trends and behavior to improve our Service.
- Conduct research and development for new features and offerings.

****3. Sharing Your Information:****

3.1. **Third-Party Service Providers:**

- We may share your information with third-party service providers to perform services on our behalf, such as payment processing, data analysis, and marketing.

3.2. **Legal Compliance:**

- We may disclose your information to comply with legal obligations, enforce our policies, or respond to legal requests.

****4. Your Choices:****

4.1. **Account Information:**

- SHARK IN THE SUIT LIMITED respects your rights. We fully observe your right to access your personal data, to object to the processing of personal data, or to erase, restrict, rectify or port your personal data. Relevant requests can be made to IT MANAGER at 71-75 Shelton Street, Covent Garden, London, WC2H 9JQ.”

4.2. **Marketing Communications:**

- You can opt-out of receiving promotional emails by following the instructions in the emails or contacting us directly.

****5. Security:****

We follow industry-standard security measures to protect your information from unauthorized access, disclosure, alteration, and destruction.

****6. Children's Privacy:****

THE SITE IS NOT INTENDED FOR INDIVIDUALS UNDER THE AGE OF 18.

****7. Changes to this Privacy Policy:****

We may update this Privacy Policy from time to time. The most recent version will be posted on the Service, and your continued use constitutes acceptance of the updated policy.

****8. Contact Us:****

If you have any questions or concerns about this Privacy Policy, please contact us at hello@sharkinthesuit.com.

Thank you for choosing Shark in the Suit for your entertainment needs!