



Privacy Policy

2025

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Privacy Policy

This Privacy Policy outlines how M&J Mahoney's Builders Merchant ("Mahoney's", "we", "our", "us") collects, uses, and protects personal data. We are committed to safeguarding your privacy in line with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

1. Who We Are

M&J Mahoney's is a company registered in England and Wales (Company No. 997492) with its registered office at 1020 Old Lode Lane. We act as the data controller for the personal data we collect.

If you have any questions, please contact us at:

- **Email:** enquiries@mahoneysdiy.co.uk
 - **Telephone:** 0121 742 1234
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2. The Personal Data We Collect

We collect personal data in the following ways:

2.1 Data You Provide to Us

- When you use our website (<https://www.mahoneysdiy.co.uk/>)
- When you contact us via email, phone, or online forms
- When you make a purchase or request a service
- When you apply for a job with us

Types of data collected:

- **Identity & Contact Data:** Name, email, phone number, postal address
- **Transaction Data:** Purchase history, order details, payment information (processed via secure third-party providers)
- **Communication Data:** Queries, feedback, correspondence records
- **Technical Data:** IP address, browser type, access logs, device information
- **Marketing Preferences:** Your preferences for receiving marketing materials

2.2 Special Category Data

We do not collect sensitive personal data (e.g., health, ethnicity, political opinions) unless required by law.

3. Cookies

A cookie is a small file stored on your device to enhance user experience and analyse site traffic.

We use the following types of cookies:

- **Strictly Necessary Cookies:** Required for website functionality (e.g., logins, security features)
- **Performance Cookies:** Help analyse website traffic and improve user experience
- **Marketing Cookies:** Track browsing habits to display relevant ads
- **Third-Party Cookies:** Used for services like Google Analytics and Facebook Pixel

For more details, visit www.aboutcookies.org. You can manage cookie preferences in your browser settings.

4. How We Use Your Personal Data

We process personal data under the following legal bases:

- **Contractual Necessity:** To fulfil orders and provide services
- **Legitimate Interests:** To improve our website, customer service, and business operations
- **Legal Compliance:** To meet regulatory requirements
- **Consent:** For marketing communications

4.1 Examples of Use

We use your data to:

- Fulfil product orders and service requests
 - Respond to enquiries and provide customer support
 - Improve website functionality and user experience
 - Process job applications
 - Conduct marketing activities (with your consent)
 - Comply with legal and regulatory obligations
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5. Marketing Communications

If you opt-in, we may send marketing emails about our products and services. You can opt out at any time by clicking 'unsubscribe' in our emails or contacting us directly.

6. Keeping Your Data Safe

We implement strict security measures to protect personal data, including:

- Secure servers within the UK
 - Restricted access controls
 - Encryption and secure data storage
 - Regular security audits
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7. Storage and Retention

We retain personal data only as long as necessary:

- **Customer records:** Up to 7 years for tax and legal compliance
 - **Marketing data:** Until you opt out
 - **Job applications:** Up to 6 months unless otherwise agreed
 - **Website logs:** Typically stored for up to 12 months for security purposes
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8. Sharing Your Data

We may share your data with:

- **Delivery partners:** To fulfil orders
- **Professional service providers:** IT, legal, marketing consultants
- **Regulatory authorities:** When required by law
- **Third-party analytics services:** For website performance monitoring

Your data will never be sold or shared for external marketing purposes.

9. Disclosures Required by Law

We may disclose personal data when legally required to do so, such as:

- To comply with legal obligations
 - To prevent fraud or security threats
 - To assist law enforcement investigations
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10. Links to Third-Party Websites

Our website may contain links to third-party websites. We are not responsible for their privacy policies. Please review their terms before providing any data.

11. Your Rights

Under UK GDPR, you have the right to:

- **Access** your personal data
- **Correct** inaccurate or incomplete data
- **Request deletion** ('right to be forgotten')
- **Restrict processing** under certain conditions
- **Object** to direct marketing
- **Data portability** in a digital format

To exercise these rights, contact us at enquiries@mahoneysdiy.co.uk. You may also lodge a complaint with the **Information Commissioner's Office (ICO)** at www.ico.org.uk.

12. International Data Transfers

We do not transfer personal data outside the UK. If this changes, we will ensure appropriate safeguards are in place.

13. Updates to This Policy

We may update this Privacy Policy periodically. Changes will be posted on our website with the latest update date.

For any questions or concerns, please contact us using the details in Section 1.