

# Privacy Policy

DAPR3D is committed to protecting your privacy and handling your personal data transparently, securely, and in accordance with UK data protection laws.

This Privacy Policy explains how we collect, use, and protect your personal information when you visit our website or contact us.

## Who We Are

DAPR3D Essex, United Kingdom Email: [info@dapr3d.com](mailto:info@dapr3d.com)

For the purposes of data protection law, DAPR3D is the **Data Controller**.

## What Personal Data We Collect

We may collect and process the following personal data:

- Name
- Email address
- Postal address
- Order and purchase information
- Communications sent to us by email or via our website
- Technical data such as IP address, browser type, and device information (via website services)

## How We Use Your Personal Data

We use your personal data for the following purposes:

- To process and fulfil orders
- To communicate with you regarding orders or enquiries
- To provide customer support
- To manage and improve our website and services
- To comply with legal and accounting obligations
- To send marketing or promotional emails **only where consent has been given**

## Lawful Basis for Processing

We process personal data under the following lawful bases:

- **Contract** – where processing is necessary to fulfil an order
- **Legitimate interests** – to respond to enquiries and improve our website and services
- **Consent** – for marketing communications
- **Legal obligation** – where we are required to retain data by law

## Marketing Communications

We will only send marketing or promotional emails where you have **explicitly opted in**, or where otherwise permitted by law. You may unsubscribe at any time by using the link included in our emails or by contacting us directly.

## Website Analytics and Cookies

Our website is built and hosted using **Wix**. Wix provides built-in analytics and website functionality that collect standard technical information such as:

- IP address
- Browser and device type
- Pages visited and interactions

This information is used solely to:

- Monitor website performance
- Improve user experience
- Maintain website security

Analytics data is processed in a way that does **not directly identify individual users**.

Wix may use cookies or similar technologies to provide its services. You can manage or disable cookies through your browser settings.

## Data Retention

We retain personal data only for as long as necessary:

- Order and transaction data is retained for legal and accounting purposes
- Enquiry and contact data is retained only while relevant
- Marketing data is retained until consent is withdrawn

## Sharing Your Data

We do not sell, rent, or trade your personal data. Your data may be processed by trusted service providers (such as Wix) only to the extent necessary to operate our website and fulfil orders.

## Your Data Protection Rights

Under UK GDPR, you have the right to:

- Access the personal data we hold about you
- Request correction of inaccurate or incomplete data

- Request deletion of your data
- Restrict or object to processing
- Request data portability
- Withdraw consent at any time
- Lodge a complaint with the **Information Commissioner's Office (ICO)**

## How to Contact Us

To exercise your rights or ask questions about this Privacy Policy, please contact:

 [dapr3d@gmail.com](mailto:dapr3d@gmail.com)

## Changes to This Privacy Policy

This Privacy Policy may be updated from time to time to reflect changes in legal requirements or our practices.

**Last updated:** 28/01/2026