

# Privacy Policy

Effective Date: 9th January 2025

## Introduction

Welcome to TheJako.UK ("Website"), operated by Jako Studio Ltd ("we," "our," or "us"). Your privacy is important to us, and this Privacy Policy explains how we collect, use, and protect your personal information in compliance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and other applicable laws.

By using our Website, you agree to the terms of this Privacy Policy. If you disagree, please refrain from using our Website.

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## 1. Information We Collect

We may collect and process the following information:

1. **Personal Information You Provide:**
  - Name, email address, phone number, and postal address when you contact us or make inquiries.
  - Payment information for purchases or bookings.
  - Other information you provide via forms on our Website.
2. **Automatically Collected Information:**
  - IP address, browser type, operating system, and other technical details.
  - Usage data such as page views, time spent on the site, and click-through patterns are collected via cookies and similar technologies.
3. **Third-Party Data:**
  - Information from third-party services if you interact with us through platforms like social media.

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## 2. How We Use Your Information

We use your information for the following purposes:

- To respond to your inquiries and provide customer support.
- To process payments, bookings, or transactions.
- To improve our Website and ensure its functionality.
- To send you marketing communications, where you have provided consent.
- To comply with legal obligations or enforce our Terms and Conditions.

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### 3. Legal Bases for Processing

We rely on the following legal bases to process your personal data:

- **Consent:** For marketing communications or optional data collection.
- **Contract:** To provide the services you request.
- **Legal Obligation:** To comply with legal or regulatory requirements.
- **Legitimate Interests:** To improve our services and Website.

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### 4. Sharing Your Information

We may share your personal data with:

- **Service Providers:** Third parties that help us operate our Website, process payments, or provide services.
- **Legal Authorities:** Where required by law or to protect our rights.
- **Business Transfers:** In the event of a merger, sale, or reorganization.

We will never sell your personal data to third parties.

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### 5. Cookies and Tracking Technologies

We use cookies and similar technologies to enhance your experience on our Website. You can manage your cookie preferences via your browser settings. For more details, please refer to our Cookie Policy.

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### 6. Your Rights

Under the UK GDPR, you have the following rights:

- **Access:** Request a copy of your personal data.
- **Rectification:** Request correction of inaccurate or incomplete data.
- **Erasure:** Request deletion of your data under certain circumstances.
- **Restriction:** Request limitation on how we process your data.
- **Portability:** Request transfer of your data to another provider.
- **Objection:** Object to processing based on legitimate interests or direct marketing.
- **Withdraw Consent:** Where processing is based on consent, you can withdraw it at any time.

To exercise these rights, please contact us at [privacy@thejako.uk](mailto:privacy@thejako.uk).

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## 7. Data Retention

We will retain your personal data only as long as necessary to fulfill the purposes outlined in this Privacy Policy, comply with legal obligations, resolve disputes, or enforce agreements.

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## 8. Security Measures

We implement appropriate technical and organizational measures to protect your personal data against unauthorized access, loss, or misuse. However, no system is completely secure, and we cannot guarantee absolute security.

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## 9. Third-Party Links

Our Website may contain links to external sites. We are not responsible for the privacy practices or content of these third-party websites. Please review their privacy policies before providing any personal information.

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## 10. Updates to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with the updated "Effective Date." We encourage you to review this policy periodically.

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## 11. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or how we handle your personal data, please contact us at:

**Jako Studio Ltd**

Email: [privacy@thejako.uk](mailto:privacy@thejako.uk)

Postal Address: **Unit 1, 3-5 Shelford Place, N169HS**

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