

ShopWired

Privacy Policy

Last updated: **01/07/2025**

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1. Introduction

1.1 This Privacy Policy sets out how Platform 21 Limited ("ShopWired") collects, uses, processes and protects the information you supply when using the ShopWired website creation platform.

1.2 We act as both a **data controller** (for your own account data) and a **data processor** (for your customers' personal data) depending on the processing activity.

1.3 This policy complies with the UK GDPR, the Data Protection Act 2018, the Privacy and Electronic Communications Regulations (PECR), and relevant ICO guidance.

1.4 This policy applies to all merchants using the ShopWired platform, authorised users, and end customers whose data is processed through the platform.

1.5 We are committed to ensuring that the privacy and data of you, your customers, and website visitors is protected at all times.

1.6 Any information stored by ShopWired on our platform or databases will be stored in accordance with this policy.

1.7 This policy may be updated from time to time, and the latest version will always be available at www.shopwired.co.uk.

2. Who We Are and Contact Details

2.1 Platform 21 Limited is registered in England & Wales with company number 12507062.

2.2 Registered office: Suite 4, 17 Wrens Court, Sutton Coldfield, United Kingdom B72 1RT.

2.3 Data Protection Officer (DPO): Lee Montgomery, email: dpo@shopwired.co.uk.

2.4 General contact email: hi@shopwired.co.uk.

3. Data We Collect About You

We may collect and store the following information:

- Your name
- Your address
- Your company name, address, and registration information
- Your telephone number and email address
- Your website address
- Hashed account credentials (we never store passwords in plain text; passwords are hashed and encrypted)

- Communication records and service usage data
- Billing and payment details

4. How We Process Your Data

Data you provide will be used for:

- Processing orders for our services
- Improving our products and services
- Marketing additional products and services (where permitted)
- Conducting market research
- Providing customer support
- Meeting legal and regulatory obligations

5. Data We Collect About Your Customers and Website Visitors

When an individual visits your website we may collect:

- Their name
- Any addresses they input
- Any company details they provide
- Any contact information they provide
- Hashed account credentials (never stored in plain text)
- IP address, device and browser data, and location information
- Purchase history linked to visitor tracking
- Cookies and tracking identifiers

6. Cookies and Tracking

Visitors to our platform or your website are tracked using persistent and non-persistent cookies. We also collect:

- IP address
- Device type and browser information
- Location information
- Purchase links to tracked visits Consent is obtained for non-essential cookies under PECR. Our Cookie Policy provides further detail.

7. Time of Collection

Information may be collected at any point during your or your customer's visit to our website, platform, or your website.

8. Data Transfers

8.1 Data will not be transferred to third parties outside the UK/EEA without adequate protection.

8.2 Data may be transferred within corporate entities that are part of the ShopWired organisation.

8.3 Transfers will be:

- Appropriate for the type of data being transferred (including encryption)
- Limited to necessary data only 8.4 To provide the platform, we use third-party hosting and storage providers such as AWS (eu-west-1), Heroku (EU region), and Cloudflare. 8.5 We conduct due diligence checks to ensure third parties act in accordance with UK GDPR principles.

9. Data Retention

Data Type	Retention Period
Merchant account data	Duration of account + 6 years
End-customer data	As instructed by merchant
Support data	3 years from resolution
Marketing data	Until consent withdrawn
Technical/log data	12 months

10. Data Security

Security measures include:

- TLS 1.2+ encryption in transit, AES-256 at rest
- Multi-factor authentication for admin access
- Role-based access controls with least privilege
- Network segmentation, WAF, and DDoS protection
- Vulnerability scanning and patching
- Annual penetration testing
- Staff training on GDPR compliance

11. Your Rights

You have the right to:

- Access the personal information we hold about you
- Request rectification of inaccurate data
- Request erasure (subject to lawful retention)
- Restrict or object to certain processing
- Request data portability Requests should be made to the DPO at dpo@shopwired.co.uk.

12. Responsibilities for Customer Data

Data we hold about your customers can be accessed via your ShopWired account. You are responsible for ensuring such data is handled securely and in compliance with GDPR. By using our platform, you agree to indemnify Platform 21 Limited against any losses caused by your negligent or improper use of customer data.

13. Incorporation of Other Terms

This Privacy Policy incorporates the terms of our Data Processor Agreement (https://help.shopwired.co.uk/manual/gdpr/data-processor-agreement) and guidance articles (https://help.shopwired.co.uk/manual/gdpr). Where there is a conflict, those documents take precedence.

15. Changes to This Policy

We may update this policy periodically and will notify you of significant changes by email or through the platform.