

THAT HOOFSSTUFF

Privacy Policy

Last updated: July 2025

About This Policy

At THAT HOOFSSTUFF, we respect your privacy and are committed to protecting your personal data. This policy explains what information we collect, how we use it, and your rights under the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

Please read this policy carefully. If you have any questions, contact us at hello@thathoofstuff.co.uk

SECTION 01

Who We Are

THAT HOOFSSTUFF is a UK-based business selling premium natural equine hoof balm. We are the data controller responsible for your personal information.

You can contact us at any time:

Email: hello@thathoofstuff.co.uk

Website: www.thathoofstuff.co.uk

SECTION 02

Information We Collect

We may collect and process the following personal data about you:

- **Identity data** — your name
- **Contact data** — email address, postal address, telephone number
- **Transaction data** — details of products you have purchased from us
- **Technical data** — IP address, browser type and website usage data collected via cookies
- **Marketing data** — your preferences for receiving marketing communications from us
- **Communications** — any correspondence you send to us via email or our contact form

We do not collect any special category data (such as health data) and we do not collect data from children under the age of 16.

SECTION 03

How We Use Your Information

We use your personal data only where we have a lawful basis to do so. We use it for the following purposes:

- To process and fulfil your orders and send order confirmations
- To communicate with you about your purchase or enquiry
- To send you marketing emails about THAT HOOFSSTUFF — only where you have given us your consent
- To improve our website and understand how our customers use it
- To comply with our legal and regulatory obligations

We will never sell your personal data to third parties, nor use it for purposes other than those listed above without informing you first.

SECTION 04

Cookies

Our website uses cookies — small text files placed on your device — to help us understand how visitors use the site and to improve your experience. We use the following types of cookies:

- **Essential cookies** — necessary for the website to function correctly
- **Analytics cookies** — help us understand visitor behaviour so we can improve the site (e.g. Google Analytics)
- **Marketing cookies** — used to show you relevant content, only where you have consented

You can control and manage cookies through your browser settings at any time. Please note that disabling certain cookies may affect the functionality of our website.

SECTION 05

Who We Share Your Data With

We may share your personal data with trusted third parties who help us operate our business, including:

- **Payment processors** — such as Stripe or PayPal, to securely process your payments
- **Delivery providers** — such as Royal Mail, to fulfil and deliver your orders
- **Email marketing platforms** — such as Mailchimp, to send communications where you have consented
- **Website hosting providers** — who host and maintain our website infrastructure

All third parties we work with are required to handle your data securely and in accordance with UK GDPR. We do not permit them to use your data for their own purposes.

SECTION 06

How Long We Keep Your Data

We keep your personal data only for as long as necessary for the purposes for which it was collected, or as required by law:

- **Order and transaction data** — retained for 6 years in accordance with HMRC requirements
- **Marketing data** — retained until you unsubscribe or withdraw your consent
- **Website enquiry data** — retained for 2 years

SECTION 07

Your Rights

Under UK GDPR you have the following rights regarding your personal data. You can exercise any of these rights by contacting us at hello@thathoofstuff.co.uk.

Your Right	What It Means
Right of Access	Request a copy of the personal data we hold about you.
Right to Rectification	Ask us to correct inaccurate or incomplete data.
Right to Erasure	Ask us to delete your personal data where there is no good reason to keep it.
Right to Object	Object to us processing your data for marketing purposes at any time.
Right to Restrict	Ask us to suspend processing of your data in certain circumstances.
Right to Portability	Request a copy of your data in a structured, machine-readable format.

If you are unhappy with how we have handled your data, you have the right to lodge a complaint with the Information Commissioner's Office (ICO) at www.ico.org.uk or by calling 0303 123 1113.

SECTION 08

How We Keep Your Data Safe

We take the security of your personal data seriously. We have put in place appropriate technical and organisational measures to prevent your data from being accidentally lost, used, accessed, altered or disclosed without authorisation.

All payment transactions made through our website are encrypted and processed securely by our payment provider. We do not store your full payment card details.

SECTION 09

Changes to This Policy

We may update this privacy policy from time to time. When we do, we will update the date at the top of this document. We encourage you to review this policy periodically to stay informed about how we protect your information.

Continued use of our website following any changes constitutes your acceptance of the updated policy.

Questions About Your Privacy?

If you have any questions about this policy or how we handle your personal data, please get in touch — we are always happy to help.

Email: hello@thathoofstuff.co.uk

Website: www.thathoofstuff.co.uk